ONFORD (STREET, LICENT)

English for Presentations

Marrier Grusspeedad

EXPRESS SERIES







ONFORD

English for **Presentations**

EXPRESS SERIES

Marion Grussendorf



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Let's get started

STARTER

Work with a partner. Ask the questions below and make a note of the answers.

Then tell the group what you found out and discuss.







- How often do you give presentations in your job?
- Who do you normally present to? (Colleagues, customers, other firms, etc.)
- When was the last time you gave a presentation in English? Was it a success? If yes, why? If not, why not? Explain your mower.
- How do you feel about presenting in a foreign language?
- Think of an excellent (or terrible) presentation that you have attended. What made it good (or bad)?



1 Listen to the opening sentences of the three presentations and complete the table.

	Presentation 1.	Presentation a	Presentation 3
Presenter's name			
Presenter's position/function			
Topic of presentation			
Who is the presentation for?			

Which presentations are formal and which less formal?

,		let me thank you all for being here today.	
		myself. My name is	
		our new semi-automatic shek	ving system.
		relevant to those of you who	
	Presentation :		
5		of you couldtoday at s	uch short
6		.001	today is project
1	documentation. This is extremely international project ma	for all of us who are directly _	in
	Pursentation 3		
	8 I'mtaking the time to com-	that you all have very tight e here today.	, so i appreciate you
	9 As you here at Weston Ltd.	know, my name is I'm the new	manager
	e Todavic tanic will be us	ry important for you as	since

3 Put the sentences from above in the correct category (a-d).

your help to evaluate and select candidates for training.

- a saying what the topic is:
- b welcoming the audience:
- c saying who you are: 2
- d saying why the topic is relevant for the audience:

Now put a-d in the order you would use to start a presentation.





4. Match these less formal phrases with the more formal phrases in the table.

What I want to do today is ...

I know you are all very busy ...

As you know, I'm ...

OK, shall we get started?

It's good to see you all here.

Hi, everyone.

Today I'm going to talk about ...

in my talk I'll tell you about ...

More formal.	Less formal
Good afternoon, ladies and gentlemen.	1
Today I would like to	2
Let me just start by introducing myself. My name is	3
It's a pleasure to welcome you today.	4
In my presentation I would like to report on	5
The topic of today's presentation is	6
I suggest that we begin now.	7
I'm aware that you all have very tight schedules	8

Now practise the opening of a presentation. Use phrases from the box and follow the WISE flow chart.

Welcome audience

ntroduce yourself

Say what the topic is

Explain why audience will be interested

OPENING A PRESENTATION

Welcoming the audience

Good morning afternoon, ladies and gentlemen. Hello/HI, everyone.

First of all, let me thank you all for coming here today.

I'm happy/delighted that so many of you could make It today.

atroducing yourself

Let me introduce myself. I'm Dave Elwood from ... For those of you who don't know me, my name's ... As you probably know, I'm the new HR manager. I'm head of logistics here at Air Spares.

I'm here in my function as the Head of Controlling.

Saying what your topic is

As you can see on the screen, our topic today is ... Today's topic is ...

What I'd like to present to you today is ... The subject of my presentation is ...

Explaining why your topic is relevant for your audience

My talk is particularly relevant to those of you/us who ...

Today's topic is of particular interest to those of you/us who ...

My/The topic is very important for you because By the end of this talk you will be familiar with

Remember to use words like wa, us, and our to highlight common interest.

STRUCTURING A PRESENTATION (1)

Most formal - and many informal - presentations have three main parts and follow this simple formula:

- 1 Tell the audience what you are going to say! Introduction
- 2 Say it!

- Main part
- 3 Tell them what you said!
- = Conclusion

There are several ways you can tell the audience what you are going to say.

would like + infinitive

Today I'd like to tell you about our new plans.
This marring I'd like to bring you up to date on our department.

anina to + lafinitive

I'm golog to talk to you loday about new developments in the R & D Department.

This offernoon I'm going to be reporting on the new division.

will + inflaitive

I'll begin by explaining the function.

Pli start off by reviewing our progress.

After that, I'll move on to my next point.

will be + verb -ing

('A be talking about our guidelines for internet use.

During the next hour we'll be looking at the advantages of this system.

6 Complete sentences 1-8 with the correct form of the verb and a sentence ending from below.

you on the proposed training project

you up to date on SEKO's investment plans

you how the database works

you an approject of our present market position

at business opportunities in Asia

on our financial targets for the division

by telling you about what Jane's group is working on

about EU tax reform

1	give	Today I'd like to give you an overview of our present market position.
2	show	I'll be showing
3	talk	During the next two hours we'll be
4	bring	'd like to
5	report	This afternoon I'm going to
6	update	Today I'd like to
7.	look	This morning we'll be
8	begin	Today I'll

STRUCTURING A PRESENTATION (2)

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases to talk about the structure.

I've divided my presentation into three (main) parts: x, y, and z. in my presentation fill focus on three major issues. First (of all). I'll be looking at ... second ... and third ... I'll begin/start off by explaining ... Then / Next / After that, I'll go on to ... Finally, I'll offer some solutions.

The most common way to structure a presentation is to have three main parts, and then subdivide them into (three) smaller sections.

Complete the sentences with the words in the box.

after • all • areas • divided • finally • start • then • third

I'll be talking to you today about the after-sales service plans we offer, [1] _______ by describing the various packages in detail. 2 I'll go on to show you some I'll discuss how case studies. you can choose the best plan to meet your customers' needs.

4 my talk into three main parts. First of ('Il tell you something about the history of our company. _____6 that i'll describe how the company is structured and finally, I'll give you some details about our range of products and services.

I'd like to update you on what we've been working on over the tast year. I'll focus on three main joint venture in Asia; second, the new plant in Charleston. And ⁶, our redevelopment project.

8 Complete the centences with the propositions in the box.

about • at • for • into • of • on • to • with

- 1 Thank you _____ coming all this way.
- 2 I've divided my presentation ______ three parts.
- 3 First of all, I'll give you an overview _____ our financial situation.
- 4 First, we'th be looking _____ the company's sales in the last two quarters.
- 5 In the first part of my presentation I'll focus ______ the current project status.
- 6 Point one deals ______ APG's new regulations for Internet use.
- 7 Secondly, I'll talk _____ our investment in office technology.
- 8 After that I'll move on ______ the next point.

The project manager of a construction company is giving a presentation to his colleagues. Put the sentences in the right order. Then listen and check.

- a This morning I'd like to update you on the current status of work at the construction site. The information I give you today should help you with planning your next steps.
- b For those of you who don't know me, my name is Gordon Selfridge. Let me just write that down for you. OK. I'm the project manager in charge of the Bak Tower building project in Dubai.



Ċ	l've	divided	my	presentation	into	three	parts.

f d Hello, everyone.

e Then I'll move on to the problems we're facing with our local suppliers.

First of all, let me thank you for coming here today. I'm aware that you're all busy preparing for the annual meeting this week, so I really appreciate you taking the time to be here.

g I'll start off by showing you some photos of the building site and discussing the progress we've made since january.

My talk should take about 30 minutes. Please feel free to interrupt me at any time with questions.

I'll end with some ideas for reducing labour costs that we've been looking into.

Oh, and don't worry about taking notes. I'll be handing out copies of the PowerPoint slides.

Now put these points in the order in which Gordon mentions them.

reducing labour costs update on current status problems with local suppliers

welcome & introduction handout after presentation presentation OK

30 minutes for progress made since January three main parts

after that . begin . I'm . realize . responsible for . sections . turn

words or phrases from the box.

- 1 I'll start off by showing you ... I'll begin by showing you ...
- 2 I've divided my presentation into three parts.
- 3 For those of you who don't know me, my name is Gordon Smith.
- 4 Then I'll move on to the problems ... _
- 5 I'm the project manager. In charge of our Dubai building project.
- 6 I'm aware that you're all busy preparing for the annual meeting ... ____

ORGANIZATION

The final part of the introduction deals with the organization of the talk: how long it will last, whether there will be handouts, and how questions will be handled.

My presentation will take about 20 minutes,

It should take about 30 minutes to cover these issues.

Does everybody have a handout/brochure/report? Please take one, and pass them on. Don't worry about taking notes. I've put all the important statistics on a handout for you. I'll be handing out copies of the PowerPoint slides at the end of my talk.

I'll email the PowerPoint presentation to you.

Ouestions

There will be time for questions after my presentation.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

11 Match the two parts to make typical sentences from the introduction.

- 1 For those of you who don't know me. -
- 2 Feel free to
- 3 This won't take more
- a I'tl be passing out
- 5 This part of the presentation will take
- 6 I'll start off by giving you
- 7 There's no need
- 8 There will be time

- a to take notes. Everything is on the handout.
- b about 10 minutes.
- c I'm Bob Kay in charge of the software division.
- d ask questions at any time.
- e for questions after my talk.
- f an overview of our product range.
- g handouts in a few minutes.
- h than 20 minutes of your time.

4	
F	2000
40.7	100
40.00	

Listen to the beginnings of four presentations. Which one starts with:

a	a rhetorical question?	_	Ę	an anecdote?
b	an interesting fact?		- d	a problem to think about

	r
- 4	
h	Q.

Listen again and complete the sentences.

1	, I was sitting in the waiting room at the dentist's the other day when I
	something very interesting in one of the tha living there.
z	you worked in a small to medium sized company and were
	for making people in your company aware of health and safety issues. How
	would you?
3	that the number of possible ways of playing the first four moves per side
	in a game of chess is?
4	So, let me start by Why should we introduce a double quality check
	here at Auto Spares & Parts? We I, I'm here today to

GETTING THE AUDIENCE'S AFTENTION

Experts say that the first few minutes of a presentation are the most important. If you are able to get the audience's attention quickly, they will be interested in what you have to say. Here are a few techniques you can use to start you itak.

Ask a rhetorical quastion

Is market research important for brand development?

Do we really need quality assurance?

Start with an interesting fact.

According to an article I read recently, central banks are now buying euros instead of dollars. Did you know that fast food consumption has increased by 600% in Europe since 2002?

Tell them a story or anecdote

cremember when attended a meeting in Paris. ... At a conference in Madhd, was once asked the following question: ...

Give them a problem to think about

Suppose you wanted to set up a new (at, tentre. How would you go about it? Imagine you had to reorganize the sales department. What would be your first step?

13 Match tems from the three columns to make attent on grabbing openings.

1	Did you know that	that con't is a four-letter word.	Who would you et. ms1?
2	I read in an article somewhere	compete with the Chinese?	by eliminating one ofive from each safad served in first class?
3	lmagine	American Airlines saved \$40,000 to 1987	Of course we can?
Ą.	Can we really	you won a million euros.	tend to agree with that

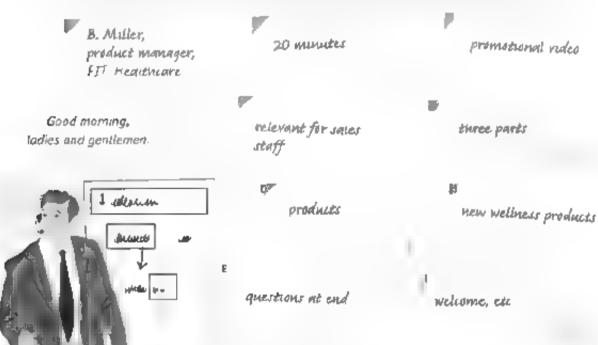
What presentation topics could you use each of the openings above for? Choose one of the openings and use it to practise the introduction of a talk.

- 1 shall OK get we started
- 2 my today subject presentation of salisfaction is the customer
- 3 will presentation thirty my about take minutes
- A issues on three focus I'll

Hi, everyone

- s by looking of stalus will the current project we the start at
- 6 that did know popular China car is this very in you

Put the notes in the correct order, then prepare two open ngs of a presentation is a formal one and a tess formal one. Use the checklist for introductions below if you need help.



CHECKLIST FOR INTRODUCTIONS





- 3 State your topic
- 4 Explain why your topic is important for the audience.
- 5 Outline the structure of your talk.
- 6 What comes when?" say when you't be dealing with each point
- Let the audience know how you're organizing the presentation (handouts, questions, etc.)



Read this article from a website on business communication and discuss the questions which follow

Dealing with nervousness

The American author Mark Twain once put it like this. There are two types of people: those that are nervous and those that are liars. So, once you accept that falmosti everybody who gives a presentation—whether formation informat, long or short, to strangers or colleagues—is nervous, then you just need to find ways to dear with nervousness and even learn how to use it to your advantage.

Let's first look at ways to deal with and reduce nervousness.

Prepare well. Failing to prepare is preparing to fail. Preparation is the key to a successful presentation. Nothing will retain you more than knowing exactly what you want to say and having practised saying it. Make sure you practise your talk until you feel at home with it – then you can concentrate on other things.

- 2 Learn to relax. Doing stretching or breathing exercises before your talk can help you to reduce nervousness. One example: before your presentation sit comfortably with your back straight. Breathe in slowly, hold your breath for about five seconds, then slowly exhale. You can relax your social muscles by opening your eyes and mouth wide, then closing them habity.
- 3 Check out the room. Make yourself familiar with the place where you will be speaking. Arrive early, walk around the room, and make sure everything you need for your talk is there. Practise using any equipment (e.g. microphone, videa projector OHP) you plan to work with
- 4 Know your audience. It possible, greet your oudlence as they arrive and chall with them. It will be easier to speak to people who are not complete strangers.
- 5 Concentrate on the message. Try to focus on the message and your audience not on your own tears.
- Visualize success. Imagine yourself speaking to your audience in a loud and clear voice. Then
 visualize the audience applicating loudly at the end of your talk as you smile.

Use the steps above to reduce nervousness, but also remember that being nervous and all bad. Many experienced presenters say that you can also use you inervousness to give you that extra energy that you need to give a good performance.

1777

What other tips can you think of for dealing with hervousness? How do you deal with nervousness before or during a presentation? How do you prepare your presentations?



Today's topic is ...

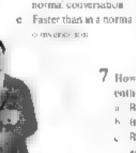


Do this quiz about body language. Sometimes more than one answer is possible.

YOU'RE GIVING A PRESENTATION ...

- How should you stand?
 - a. Annia crossed on chest
 - b. Straight but relaxed
 - e. Knees intorkee
- 2 What should you do with sour bunds?
 - Put hands on hips
 - b Put one hand to a pocket
 - c Keep hands by your aids
- 3 How can you emphasize something?
 - a. Point finger as the addrence
 - Move or team forward to show that something is important.
 - Use a pointer to draw attention to amportant facis
- 4 What should you do when you fee, by come
 - a. Hold a pen or care, in your hands.
 - b. Wall, back and forth-
 - Look at the flip chart or acreen not at the audience;

- 5 How should you keep eye contact with the nuclience?
 - 8 Make eve con-ser with each individual offen.
 - Choose some incividuals and look at them as often as possible
 - g. Spread at tention around the audience
- 6 How fast should you speak?
 - About 10% more significant than normal.
 - b dust as fest as in a normal conversation





- a. By raising vaice level
- 6. He was in earnes
- By making band or arm postures for important points.

Discuss your answers with a partner. How much do you think personality and culture influence your body language during a presentation?

 Use no these excerpts from found flerent presentations. Write the number of the presentation next to the foot.

short-time work

nsurance market

handbooks

transport regulations

Now decide in which presentation(s) the presenter is

- · informing the audience about something
- suggesting some solutions to a problem:

4 D	2	Listen again to how the presenters talk about the purpose of their lacks. Complete the sentence
u.		1 What today is to make some suggestions on how we can make our
		handbooks more user friend y.
		2 The of my talk is to provide you with information on the in the insurance market in the last few months.
		3 What this morning is to show you how we not id reorganize our working how
		4 The is to bring you up to date with the latest changes which will be introduce on january 1
	3	Use the notes to write sentences which can be used to state the purpose of a presentation. (Put in prepositions and other words where necessary.)
		1 purpose of talk today/update you/new developments/R&D
		what I want to do/present a ternatives/existing booking procedures
		3 my alm/show/how cut costs, IT support
		4 objective of presentation, give overview/Bitish job market
		5 our goal/determine/sales targets/next year
		6 here today/report/company's investment plans



An expert is talking about the Traffic Support Centre (TSC) in her city. It is, en to the talk and put the points below in the order she mentions them.

- a what the TSC does (main activities)
- b how traffic data is collected.
- c why the TSC was started
- d how motorists benefit from the system.
- e how traffic information is given to motorists



0K,	the background ar	nd the reason we developed the programme	e
Any questions? OK So,		2 to the next point, and take a closer lo	ok at
the Traffic Support Centi	re itself	3, the TSC was set up in 2001 to	help
traffic flow more smooth	y and basically io make th	e lives of motorists easier. In this part of m	17
presentation	4 you abou	tithe centre's activities, how we work exact	ry and
how motor sts benefit fr	om our Serv ces.	40	-
So,	5 a brief over	view of	Y
the TSC's activities. Our	main activities are to collect	. analyse	3
and communicate traffic	information. After collecting	g traffic	ψħ
data from a number of d	ifferent sources, we analyse	them	
and then we inform the	media, the police, or other		1
	at not least – the motorists.	113	g
This now leads us to	6	How	
does the TSC conect data	a? Traffic monitoring equipm	nent has	
been installed across the	e main traffic routes, which l	nexps us	-
gather real-time informat	tion on traffic speed and tra	ffic flow. Additionally, we use variable traffic	ε
sensors and cameras. W	e also work together with of	ther palithers and authorities, for example the	he
police traffic officers, an	differmed all Letime showly	ou a few examples of how this works. (
	7 collecting data.		
	8 to the next issue. How	do we communicate information to motoris	sts?
We do this in a number of	of ways by using electronic	road signs, the internet and radio, and state	e-of
the-art telephone techno			

5 'S griposting' phrases are used to help guide the audience through a presentation Complete this box of useful phrases with highlighted phrases from the presentation in exercise 4

Saying what is coming	
In this part of my presentation, I'd like to tell you about	
2	
Moving on to the next point	
This leads directly to the next part of my talk	
4	
A.	
4	
5	
Indicating the end of a section	
This brings me to the end of my second point	
6	
7	
Referring back	
As mentioned before,	
Let's go back to what we were discussing earlier.	
9	
Summarizing a point 'd like to sum up the main points.	
Let me briefly summarize what "he said so far.	

6 Make 'signpost sentences using elements from each column

1	Before I move on to my next point	come back to	next question.
2	This brings	the ssue	point, which is price.
3	This leads	let me go	this question later.
4	Let's now turn to	we were discussing	our new sales strategies.
5	As I mentioned	to the next	a brief overview of our activities.
6	I'd like to	before, I'd like to give you	ear ier.
7	Let's go back to what	us directly to my	through the main Issues once
			more
8	As said earlier,	I'll be focusing on	of customer service

Complete the sentences with words from the box.

2	We will be	our sales targets today.		
3	In my talk 'I.	you about new market	ting techniques	
4	Before I move on, let me jus	t what I	've said so far.	
5	I think we have	everything for today	<i>f</i> .	
6	OK, that's a.l I	to say about time ma	to say about time management	
7	This	irectly to my second paint		
8	Let's go	_ to what I said at the beginn	ing of my presentation.	
an Wi	nite the sentences using exp id the information in the not here necessary.	es. Add m ssing words	EXPRESSIONS WITH AS As you all know, As I've already explained, As I mentioned before/earlie,	
an Wi	d the information in the not	es. Add m ssing words	As you all know, As I've already exprained,	
an Wi	ed the information in the not necessary.	es. Add m ssing words	As you all know, As I've already explained, As I mentioned before/earlie,	
an Wi	d the information in the nota here necessary. we the budget for new softw this before, As a mentioned before, we ha	es. Add in string words vare this year (mentioned ve no budget for new software	As you all know, As I've already explained, As I mentioned before/earlie, As I pointed out in the first section As you can see, this year	
an Wi	d the information in the nota here necessary. we the budget for new softw this before, As a mentioned before, we ha	es. Add in ssing words vare this year (mentioned	As you all know, As I've already explained, As I mentioned before/earlie, As I pointed out in the first section As you can see, this year	
an wi	In the information in the notate recessary. We in a budget for new softworks before, As a mentioned before, we had Tony Date in ew marketing mar	es. Add in string words vare this year (mentioned ve no budget for new software lanager print media (you all k	As you all know, As I've already explained, As I mentioned before/earlies, As I pointed out in the first section As you can see, this year	

- A manager is updating her group on some problems they've been having with one of the company's product lines. Listen to this excerpt from her informa, presentation and say whether the following sentences are true or false. Correct the false sentences.
 - The company is having problems with their new men's cosmetic products.
 - 2. The problems are in three areas, supply, distribution, and production.
 - 3 She identifies two problems in the area of supply, the plastic bottle. supplier can't deliver the quantity they need and the quality of the bottles is poor.
 - 4. They have had to return around 14% of the bottles.
 - 5 They have to take care of the supply problem soon or they'll have trouble with Father's Day sales.



7 10

Complete these sentences from the presentation with the correct form of verbs from the box.

Then listen again to check

accept * cope * deal * have * identify * prevent * run * solve

d ke to quickly ______ the problems and then make some suggestions on how we can ______ 3 with the consequences.

If we 7 (not) our supply problems within the next two weeks, we 9 into serious trouble with respect to our Christmas business.

It's clear we can no longer continue to 6 these conditions.

TALKING ABOUT (DIFFICULT) ISSUES

I think we first need to identify the problem.

Of course we'll have to clarify a few points before we start.

We will have to deal with the problem of increasing prices.

How shall we cope with unfair business practices?

The question is: why don't we tacke the distribution problems?

If we don't solve this problem now, we'll get into senous trouble soon.

We will have to take care of this problem now.

REFERRING TO OTHER POINTS

I'd like to mention some critical points in connection with /concerning payment. There are a few problems regarding the quality.

With respect/regard to prices, we need more details.

According to the survey, our customers are unhappy with this product.

ADDING IDEAS

In addition to this, i'd like to say that our IT business is going very well.

Moreover/ Furthermore, there are other interesting facts we should take a look at.

As well as that, we can offer excellent conditions.

Apart from being too expensive, this model is also too big.

To increase sales we need a new strategy plus more people.

11 Chaose the correct year to fit the sentence

- 1 How are we going to solve/dear/tackle with delivery problems?
- 2 I don't think we can cope, tackle/take care with lewer people
- 3. We think it's important to identify/deal/cope the problems now.
- 4 Who will take care/deai/tackte of our business clients?
- We have been trying to cope/solve/take care the software problem.
- 6 Before we go on, let's identify/clarify/solve this question.
- 12 Complete the sentences with the words from the box.

i	according to • apart from • concerns • moreover • regarding • with regard
	I'll give you an overview of some figuresto car exports.
2	, I'd I' ke to tell you something about the new software
3	Let's now turn to the next question which customer service.
4	a few spelling mistakes, the new brothure is very good.
5	Let me give you some details our Chinese factory.
6	the handbook, the scanner is user friendly.

- 13 Put the words in the right order to make sentences with expressions from this unit
 - 1 move now to point next tet's on the
 - 2 all topic as today is you know our globalization
 - 3 inform is to aim about my latest you the developments
 - 4 be additionally figures discussing most will we the important
 - said brief give I you earlier a l'L as overview
 - 6 study customers according with this it satisfied to our are
- 14 It's your turn now Prepare the main part of a presentation using phrases from in sunit Use the checklist to help.

CHECKLIST FOR THE MAIN PART OF A PRESENTATION

- 2 Explain your objective(s).
- ✓ ▲ Talk about your topic
- 🗸 1 Briefly state your topic again 🧳 5 Signal the end of each part.
 - 6 Highlight the main points.
- S gnal the beginning of each part.
 Outline the main ideas in builtet-point form.
 - ✓ 8 Tell listeners you've reached the end of the main part.

OUTPUT

afomedia, a US telecommunications company expects all employees to give presentations in English. Read this text from the new steller of an informedia subsidiary in Asia and discuss the questions which follow.

Aled's Presentation Tips



Clear and simple structure

Remember that your auckence will benefit most from a very clear and logical structure. Don't overload the audience and try to use simple language

Telephone Head

Some experts say this is the most important part of your presentation. In the first few minutes you can get your audience's attention. build rapport, and create a positive impression.

Topic and objective

Clearly say what the topic and objective for purpose) of your talk is. Repeat the topic and objective at some rater time.

Signposting

Let the audience know at all times what you want to do and how you want to do it. This method is common in the American business. world so use if

As you all know, INFOMEDIA has been able to establish some important new business contacts with partners in the US. this year. This also means that the need for English in meetings and presentations has incressed. That's why we have asked our American colleague Aled Hughes from our Miami office to share a few tips with

Repeating new Information

Always repeat new details. This helps your audience to remember them and ensures. optima, flow of information

Summartzing points

At the end of each section summarize the main facts to make sure everybody is following.

MODERNA WITH GOVERNMENT

American audiences expect direct interaction. So treat them as individuals, show them that you care about their individual needs.

Presentar's role

The presenter is often considered as important as his or her topic, and the presenter's role is to make sure the presentation - even one on a dry topic - is interesting and entertaining To achieve this goal American presenters: often use their personalities more and tend to be more enthusiastic than people from many other parts of the world

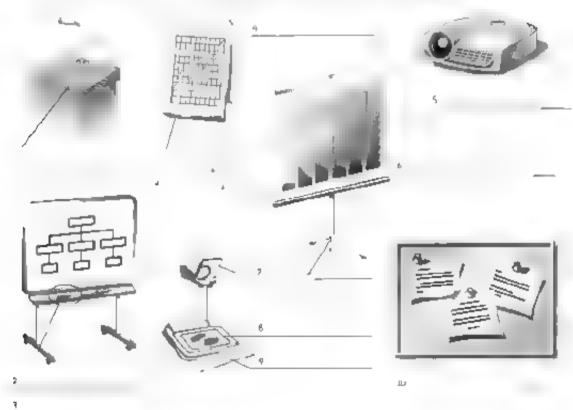
OVER TO YOU

Which of these tips do you find most useful? Can you add any other tips? Have you ever presented to an American audience? How different are American audiences from those in your own country?

My next slide shows ...

STATER

Do you know the English names of these med a and tools used in presentations?



When if ever do you use the above media and tools in presentations? Which do you find the most effective? Why?

Listen to the three extracts from presentations and tick (2) the med a used

flip chart

whiteboard.

PowerPoint si de



2 Now listen to the presentations again and complete the sentences.

Presen	

1	Take a look at		
2	They clearly	how a combination	of two significant external factors affected
	our business in the first	of this y	ear
3	I'll just write some discuss the next point	on the	and then we will go on to

Presentation 2

- 4 OK Let's now at our new magnetic ski rack Matte/hom which was taunched in August.
- 5 On the ______you will see an _____of the Matterhom X-15.

Presentation 3

- 6 These are the for Europe for the three quarters of this year.
- 7 As you here we've had a very successful year
- 8 To highlight our success even further, let's _______ to the 2003 figures on the previous ______
- g Let me just to it



Match the two parts to make sentences used to refer to med a

- On the next page.
- 2 My next sude shows
- 3 As you can see
- 4 Let me jus, show you some
- 5 To Illustrate this.
- 6 Let's now have a goser look
- 7. Here we can see how many
- 8 I have a slide

- a from this picture, the design is absolutely new
- b customers have complained about the service
- c how much the market has changed
- d I'll show you our latest poster
- e at the figures on the next page
- f which shows the market development in 2005
 - g interesting details.
 - h you will see a photo of the new XTK mode .

SAYING NUMBERS

Numbers, especially long ones, are often difficult for the audience to understand. Try to say numbers slowly and clearly, and point at them while speaking

2m	two million	235 m²	two hundred and thirty-five square metres
1 6bn 1 3 3 4	one point six billion one-third, (hree-quarters	98% €150,000	ninety-eight per cent and hundred and fifty thousand euro(s)

Remember that

- we use a commain English to show thousands and a point to show the decimal place
- 2 we say 2 million or 10 billion (not 2 midgas/10 billions)
- 3 we say a million dollars', '170 pounds' (not a million dollar/170 pound)

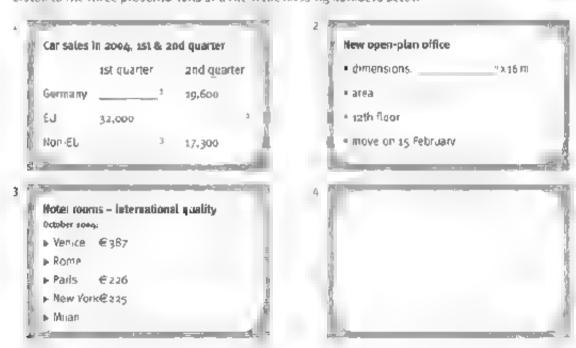
41	٠.
쳁	ġ.
	5

4. How do you say these numbers in English? Write the numbers out in full. Then listen to check VOUVAITSWERS.

Ĺ	251		\$ 19.62
2	7,489		175 m ^z
		8	1,240,000
3	3.8 bn		
ģ.	€ 49 m	9	7 2



Listen to the three presentations and fill in the missing numbers below



fill in the blank slide (4) with some key numbers and present them to a partner

6 It is aften better to use approximate numbers in presentations as they are easier for the audience to understand and remember P it the following words in the conject column in the table

a little less than • about • almost • approximately • around • Just over • just under • nearly • roughly • well over

- (less) +/- (about the same) + (more)

Rewrite the sentences replacing the exact numbers with approximate ones as ing words from the table. Give at least two alternatives for each.

- 1 Last year we sold 90,083 mobile phones in Italy Last year we sold a little more than / just over 90,000 mobile phones in Italy
- 2 14.8% of the people asked said they were unhappy with the new design
- 3 We will be spending €1.98m on this technology
- 4 Our laboratory says the ideac temperature is 18.1°C.
- 5 It will cost \$3.97 to produce this tem.
- 6. The new office is 380 m.
- 7 Look at this short excerpt from a presentation and the two examples of PowerPoint sides on the next page Which side is more effective? Why?

Let's look at the biggest car manufacturer in China, SAK.

The next slide shows some figures for 2007.

SAIC manages a network of 55 subsidiaries and 63 joint ventures for cars and parts. The group employs more than 60,000 people and produced 800,000 vehicles in 2007, generating sales of about \$12 billion.





2007 Car Production of SAIC

- has 55 subsidiaries and 63 joint ventures
- employs more than 60,000 people
- produces about 800,000 vehicles.
- generates sales or \$12 billion.

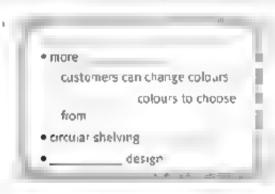
THE BULE OF SIX

When presenting text on overheads or PowerPoint's, des. it is a good idea to use the rule of six which means

- a maximum of six lines per side
- a maximum of six words per line

if you stick to this rule, you won't risk overloading your bullet charts with too much information.

8 Lister to the two short excerpts from presentations. Complete the stides and find headlines.





Now listen again and complete the sentences below

1 Let's now	, which s
2	to three new design features.
3	is that customers can change the colour
panéis	
4 What	? Well, I think you'll agree that the
results are	
5	nearly 35 per cent said

EMPHASIZING UNPORTANT POINTS

Using a verb (stress emphasize etc.)

Milike to stress the following point

I'd like to draw your attention to the latest figures.

I'd like to emphasize that our market position. is excellent

Using what

What is really important is how much we are prepared to invest.

What we should do is talk about intercultural problems.

Rhetorical questions

50, just how good are the results? So, where do we go from here? Why do I say that? Because ...

Adverb + adjective construction

it would be completely wrong to change our strategy at this point

We compared the two offers and found the first one totally unacceptable

I think this fact is extremely important.

Match the two parts to make sentences

- 1 What 'd like to do.
- 2 I'd like to high ight the
- 3 So, what are the reasons
- 4 I'd like to point out how
- 5 It's interesting to note that
- 6 should repeat that ou
- 7. What we can't do is
- 8 So, just how good

- a important advertising is for us.
- b For our success"
- c this model is selling quite well in the uS.
- dil turnover last year was excellent
- e is discuss the latest sales figures.
- * s the quality of these programs?
- g main problem areas.
- h increase our budget

10	Complete the sentences with the correct adverbind jective construction from the box.
----	--

extremely dangerous . absolutely safe . noredibly cheap . highly interesting . absolutely necessary * surprisingly good * completely useless

2	It's	to improve the quality of our products if we want
	to win new customers.	
4	This sa	point.
å	You will be preased to hear that our	r tumover last month was
5	Unfortunately, we found that some	of the test results are
б	"m pleased to say that the crash te	st shows that this system is
	Right now this item only costs \$1.50	

11 First complete this excerpt from a presentation with words from the box. Then listen and check.

let's task about • draw your attention • have a look • it's quite remarkable • on the other hand • the figures also show that • you'd see • can we explain

^p d now like to		
to the regions where poverty has	been	K VAN THE
reduced. If you look at the bar cha	rt on the æft,	
that the pr	oportion of	1000000
global population living on less th	an \$1 a day	THE OFFI
has dropped		
≠ In South As a	the	A CONTRACTOR
proportion of extremely poor peopreduced from 41 to 31%.		T. LEE LE
- how much		
been made by China.		ncreased in many parts of Africa,
Latin America, and Eastern Europe	How	6 this uneven development?
To answer this question, we'll	7 at the la	test study from the World Bank
First, ^H the	freures that indicate global or	garess.
Are these words and expressions	used to make contrasts or de	scr be results? Put them into
the correct category.		ser be results? Put them into
·	used to make contrasts or de thus	ser be results? Put them into although
on the other hand		
the correct category.	thus	
on the other hand	thus	although
on the other hand	however as a result	although therefore despite
on the other hand	thus however	although therefore despite
on the other hand consequently whereas	however as a result	although therefore despite eless
on the other hand consequently whereas	thus however as a result neverth	although therefore despite eless
on the other hand consequently whereas	thus however as a result neverth	although therefore despite eless
on the other hand consequently whereas	thus however as a result neverth	although therefore despite eless

Now choose the correct word to fit the sentences

On the banking is mainly used by our younger customers. Many of our older customers. consequently, however, therefore, find it difficult to handle modern computer technology.

- 2. Howevery Whereas: Although the euro is quite strong, we managed to increase our exports to the US.
- 3 Whereas/Therefore Despite we made a profit of \$240,000 last year, this year's profit is only.
- 4. On the other hand/Despite. Although, the growing demand, we didn't sell more cars, han the year before.
- 5 We have to pay more for or and gas. Consequently, However Despite our products have become more expensive
- 6 Poster campaigns are extremely important. Thus/On the other hand. As a result, we also need advertisements in daily newspapers.

23 Put the words in the light order to make sentences with expressions from this unit.

- 1 at closer table let's look this a have
- 2 graph you next see quarter first figures can on sales for the the
- 3 almost European sel. 30% countries we products other to of our
- 4 attention draw your facts like I'd to to following the
- 5 surprisingly able we good despite were achieve to software results problems
- 6 stress change is important 'd how to like this
- 14 I's your turn now Prepare bullet charts based on your own data (or take information from the first three of the following 'Summing uplitexts on the next page. Find an effective headline for each bullet chart and present them to a partner

CHECKLIST FOR VISUALS



- 1 Prepare each visual carefully and separately.
- 2 Check whether the visual really shows what you are saying.
- 3 Make sure your audience can read the visual (font size and colours).
- 4 Find effective headlines.
- 5 Keep design and content simple
- ✓ 6 Use bullet charts for text.
- 7 Reduce text to a minimum.
- 8 Always prepare audience for visuals.
- o Present information clearly and logically.
- 10 Remember the rule of six.

OFFFUT

What is important when pleasening visitate? Which opinion(s) do you agree with?



Karen Hamilton, Marketing Manager

think to be effective a good visual must focus on only a few points. It's important not to have too much information on one sude or transparency. Side overload is bad because people will then spend time reading the slide. rather than listening to the presenter, I normally use bullet points to structure information - I never write complete sentences. Headlines are important too.



In my opinion the presenter is the focus of the presentation and he visuals. The key purpose for using a visual aid is to help the audience understand the topic better. So the visuals should only be used to support the presenter's message. A process flowchart sude, for example, helps people understand visually what you are describing verbally. If a visual distracts the audience's attention from what you're saying, it's useless.



Social Lin, Export Manager

Above all, a sude or an overhead must be readable. If the audience can't read the slide, they will soon give up. That's why font size is very important. It should be as large as possible, I'd say at least 24. And sometimes it's also a good idea to use different colours to highlight some points. Using many different colours can be confusing though



What you say and what you show should always go together 100%. So when you're not talking about the stide, it shouldn't be visible. I always switch off the display when I'm talking about something that has nothing to do with the side. If people are busy tooking at the slide, they aren't listening to what you're saying it's better to use the Bikey to return to a black screen or replace the slide with some form of 'wallpaper' such as a company logo.





Javier Sanchez, Financial Analyst

For me, it's very important, that the presenter speaks to the audience and doesn't read to them! The speaker must make eye contact and not watch the monitor or sureen white he or she is talking. I think it's extremely boring when someone just reads. si des word for word as if it were an essay or something.



It's called 'Death by PowerPoint' when people use so many sound effects and an mations that the audience's attention is completely taken away from the delivery of the message. I think PowerPoint is a fantastic tool, but just because it has so many effects you don't have to use them all. Overuse is overkill here



What kinds of tools and visuals do you normally use in your presentations? What i ps can you think of for using visuals effectively?

As you can see from this graph ...

STARTER	What are these visuals called	in English? Match the n	umbers to the de	scriptions.
	bar chart	flow chart map (line graph	ple chart organizationa	chart/organigram
				1 2 3 4a, 5a 4 4, 5, 6 4 46, 5b 7 8, 9
				8 8
	3 A B C p	WellMark Apra Eu	·	North America
	9 10	Sourcing Legal Tono. Market Research	Market Resease) Comporate Finance	Operations Sourcing

Which of these visuals would you use to describe

- a your company's market share?
- b the steps to be followed from order placement to delivery of a product?
- c your company's new organizational structure?

Listen to excerpts from three presentations and say what visuals are used

Pı	resentation 1:	Presentation 2.	Presentatio	n 3.
N	ow listen again and complet			
P	Resentation s			
1	The next	shows the	by age in our comp.	any.
ż	You can see that the bigges the age group 30 to 50.	5t	() indicates the	of employees in
P	resoutation z			
3	Let's now	at the sales figure	s over the past five years	
4	The key in the bottom	comer	shows you which co our	which area
ţ	OK so d like to first ne here	your atten	r on to the sales figures for F	rance shat's the blue
P	resentation 3			
6	Now I'd like you to living developed in Europe			s how the cost of
7	If you took at the	on the	, you will see th	at the highest
	increase was in 2001 with a	rise of 2		
7	ALKING ABOUT VISUALS			
	The first rule of preparing effect	ive visuals is that they	should be clear and easy for th	e audience to follow.

However, sometimes it is necessary to explain a more complicated visual and it is always necessary to point out the most important information.

Explaining a visual

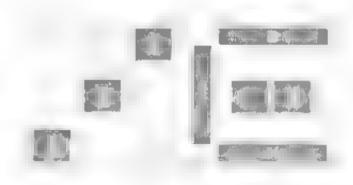
Let's now took at the next slide which shows ... First, let me quickly explain the graph You can see that different colours have been used to The key in the bottom (eff-hand comer shows you ...

Highlighting Information

"diffice to start by drawing your attention to ... What I'd ke to point out here is think you'l, be surprised to see .. 'd ke you to focus your attent on on Let's look more closely at ...

2 Which is the box.

- in the centre?
- 2 in the bottom left hand corner?
- 3 across the top?
- 4 down the left side of the slide?
- 5 on the left?
- 6 in the upper righ, hand comer?
- 7 across he bottom?
- 8 on the right?



- 1 Let's now have a look
- 2 The black ine gives as
- 3 Each line on the graph indicates
- a. In the upper right-hand comer.
- 5 The graph on the following slide
- 6 Now 'd ike you to take
- 7 The names of the new mode's are listed gitable on the right.
- 8 You can see the test results in the
- 10 Pd like to draw your

- a shows our revenues sinces 2004
- b the next pie chart
- a) how the new division will be structured.
- diattention to the figures in the left hand column
- e you can see the specifications for the TP model
 - f the sales figures for the VW fox.
- h a book at the next slide This aspect of the problem is liust ated in the production output of a different product.
 - across the top.
- 4 A head of department from a private medical insurance company is telling colleagues from the Italian parent company about last year's health spending. Look at how he describes this pie chart. and complete the gaps with words from the box.

account * amount * attention * divided * see * shown * surprised * total

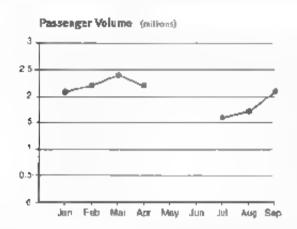
This pie chart shows our total health spending for the last year and how it is among the various health sector areas. Let's begin with the biggest area, which is

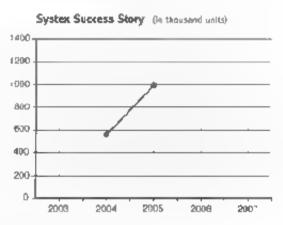
in green. We can 3 that 31% of our total health spending went into hospital care, ast year. The second biggest area with a 4 of 23% is fother spending' that's the red segment here it includes dental services and home health care. think you'u be _______5 to see that hearly the same _ - thar's 22% was spent on doctors and dinical services. This was mainly because of the increase in medical to the prescription drugs which technology costs. 'dinow like to draw your * for 10% of our total costs.

Total Health Spending



Two presenters are describing graphs. Listen and complete the graphs.





Complete these sentences from the two excerpts with words from the boxes Then Ustern again to check

Presentation 1

decline • fall • fluctuated • picking up • reached • rose • slumped

 As you can see here passenger numbers between 2 1 and 2 3 million in the first four months.

- 2 They even moderately in May ...
- 3 In June you'll notice a sharp _______ in passenger numbers
- 4 Passenger traffic _______ to about 15 million -a ______ of almost 40%.
- in July. 5 As a result, ticket sales started ____
- 6 By the end of September passenger numbers had ________ just over 2 million

Presentation a

increase * rocketed * rose * stood * went down

- 1 The figure by about 50,000 in the following year.
- 2 In 2005, however, sales ______ to 1 million ...
- 3 2006 even saw a further _____ in sales to 1.3 million ...
- ____ again in 2007 and ______ at just over a mill on 4 As expected, sales ______ at the end of the year.

These verbs are used to describe movement or trends. Put them in the conject category is privard, downward or other form of movement

climb • decline • decrease • double • drop • expand • fal. • fluctuate • go down • go up • grow • hit a ow • increase • pick up • plunge • reach a high • recover . remain stable . rise . stab lize . stay the same

	Downward 🛰	
Upward 🖛		
	Other	
	Offier	

TALKING ABOUT TRENDS (PAST SIMPLE AND PRESENT PERFECT)

We use the past simple to talk about a movement or trend which happened in the past and is now finished. Signal words for the past's inple are last month lines. In landary, from 1997-200 , during the oil crisis, etc.

In April the rate of unemptoyment rose to 5 million. Between May and July our export business almost doubled. In 2003 alone China's car production increased by 85%.

We use the present perfect to talk about a movement or trend which started in the past but is not yet finished. Signal words are since usince August for (for five years), this month (year oil expressions with over (over the past six months)

The number of German investors has declined since 1998 (It is still declining ...) The US economy has grown rapidly over the past jour months. (It is still growing .)

Note the difference between rise and raise.

to rise (without an object) Petroi prices rose again in May.

to raise sth (with an object) The oil industry raised prices last year. The number of lourists has rised to 2.6 million. The European Central Bank has raised interest rates.

	telephone costs/rise since January
	Telephone coets have risen since January.
	sales/dropya, the beginning of the year
	energy consumption/increase/over the past 30 years
+	gas prices/go up last month
	number of customers/grow/since 2004
	surprisingly/interest rates/fall/yesterday
	TBN's share pince, hit a low/after the crash in 1999
	oni ne book.ngs/double, since May iast year
	between May and July/ order volume. fluctuate
	write sentences s 6 to express the opposite
	Telephone costs have fallen since January

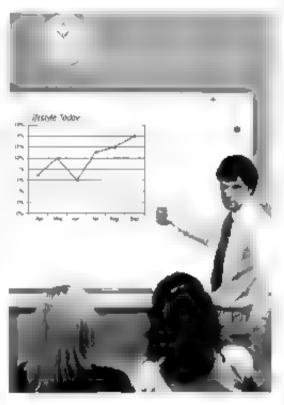
- 9 Read the fortowing sentences a dicheck whethe rise and pise have been used correctly. If not, correct the sentence.
 - We haven't raised prices since 1 January 2003.
 - 2 Unemployment raised to a record high at the beginning of this year.
 - 3. Why did they rise their rates last December?
 - 4 Train fares have risen by 5% in the past two years
 - 5. Interest rates will raise again this year.
 - 6. The company rose the dividends in March.

10 Choose the correct verb to fit the sentence.

- 1 Productivity has hit a low/has gone down/fell in November.
- 2 Output climbed up/has improved recovered since 2003.
- After the takeover in May sales, grew up/have decreased, plunged.
- 4. This year our market share raised has grown dropped down by 10%.
- 5 Staff numbers have doubled/ rose up, have raised this year.
- 6 in 2004 sales have climbed/slumped, have risen.

The sentences below can be used to describe the graph on their ghill Put them in the correct order. Then listen to check

- a In June, however, the programme's market share plunged to 6%.
- b Over the next three months, the figures continued to rise steadily and reached record levels each month: 11% in July, 12% in August, and 14% in September.
- The next graph shows the market share of Lifestyle Today for the first six months after it was iganched in April 2005
- d This drastic decline has a simple cause. We lost a large part of our audience to live transmissions of two major sporting events. Wimbledon and the Confederations Cup.
- As you can see, we started off with a rather low market share of about 7%.
- f Fortunately, this was only a temporary setback.
- g Audience ratings improved significantly. climbing to 10% in May.



Match words from columns A and B to make word codocations from the text.

A	B.
drastic	significantly
imbrose	setback
rise	steadily
temporary	dec me

TALKING ABOUT TRENDS (ADJECTIVES AND ADVERBS)

5 Tourist numbers increased suddenly.

6 Social security costs have grown steadily

	Adjectives + nouns There was a sudden increase in prices. In Augustive notice a moderate fail This was followed by a gradual decline. Adverbs + verbs Sales increased slightly in summer. Use the past two years the number has dropped significantly last month the rates rose sharply
12	Complete the sentences with the correct form of the verbilladverb combinations in the box. The symbols indicates what kind of movement is described.
	decline slightly • decrease steadily • fall dramatically • grow considerably • increase-slightly • rise sharply
	The line graph shows that turnover has noreased slightly since May
	2 You can see here that interest rates at the beginning of 2004.
	3 Over the past six months, sales
	4. The oil price after the fire in an oil field 1
	5 The number of online stores this year. /
	6 Our sales force since 2001.
13	Rewrite the sentences using an adjective + noun expression and one of the sentence beginnings from the box
	There was/has been • This was followed by • We have seen
	1 Turnover has increased slightly since May
	There has been a slight increase in turnover since May
	2 income fell sharply last year.
	The wae followed by a
	3 The number of lobs has declined drastically this year
	4 Hoter rates dropped slightly in Munich.

14	Sometimes it is necessary to interpret the visual, for example by explaining the reason behind a
	fact the cause) or its consequence (the effect). Use words from each calumn to make sentences

1	There are several -	caused	for the decrease in productivity.
2	We chose this method	has led 📝	a new overtime policy.
3	The	resulted /	by the collapse of one of our partner firms
4	Our new policy	- reasons -	of this move was a drastic increase in our costs
5	The siump was	thanks to	to a significant rise in sales.
6	Downsizing	and	in a drastic fall in staff numbers.
7	We increased our prices	because	our sales went up)
8	Our output has doubled	result	we needed reliable figures.
٧V	hich sentences above expiair	1	
¢a	use?		
ef	fec.?		

15 Complete the presentation extract with the correct prepositions from the box

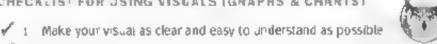
around • at • between • by • from • in • of • to • unt l

The graph shows our online sales	Figures for the EU market	2006. In the	e firsi quarter,
online sales averaged	2 50,000 and 52,000 euros. n Ap	orit, sales increased	3
61,000 euros and remained steady	" the end of the sec	ond quarter in the	third quarter
we notice a sharp rise	, 61,000 to 87,000 euros, an inc	rease	⁶ almost
50 per cent. in October and Novem	ber, sales fluctuated	7 the 85,000 euro	mark
This was to lowed by a slight declin	ne in Decembel, with online sales	failing .	s volper cen .
reaching 73,000 euros	9 the end of the year.		

- 16 Put the words in their ght order to make sentences with expressions from this unit.
 - 1 chart percentage our of pie share the the market shows
 - 2 travel 2006 according costs since risen the have sharply to study
 - 3 rates 0.5% beginning year the the interest were of raised by at
 - 4 June rise in dramatic 15% in was there costs transport a of
 - 5 ow December out in hit a productivity
 - 6 decline by poor situation the economic the was caused

17 It's you furn now Ellie describe one of the graphs in this unit or describe a graph or whart of your own Try to use words and philases from this unit to present their sual.

CHECKLIST FOR USING VISUALS (GRAPHS & CHARTS)



2 Start by telling your audience what the graph/ chart Illustrates.

3 High ght the key points.

Say why these points are important (and explain the cause or effect).

5 Use different verbs to express movement development

6 Use the same key words and phrases you used on you builet charts.



What advice would you give someone who has to describe trends on graphs and charts? Work with a partne, to make a list of tips. Then read what advice james & Gilham, an international firm providing financial services, give on their intranet.



CYER TO YOU

Which of the tips above were on your list? Which are new?
Which of the tips do you think are the most useful?
How often do you have to describe charts or graphs in English? Which types of visuals do you use most frequently in your presentations?



To sum up ...



Look at these final statements from different conclusions. Which ones do you find most effective? Work with a partner to rank them (1 = most effective, 6 = teast effective).

- a. Thank you very much for your attention.
- b. In conclusion, I'd like to highlight our company's highly innovative products.
- So, to put it in the words of the famous H. Gordon Selfridge, The customer is always right.
- d. Weil, I don't know whether this was helpful but I'd like to leave it here.
- e. We have all the facts. Let's get to work now!
- f The one last thing I'd like to say is, it's your choice.
- g. So, that's al. I have to say, I hope you haven't all fallen asleep!
- To conclude, I want to come back to that story itoid you at the start of my presentation and say one word apple pie:

What do the presenters try to achieve with the different endings?

1 Listen to the conclusion of a presentation and answer the questions.



- 1 What was the brief?
- 2 What are the options?
- 3 What is the best solution?
- 4 What does the presenter recommend?

2 Look at these sentences from the presentation and put them in the correct category in the table.

- 1 I'll ust run through the three different options ...
- 2 We'd suggest
- 3 Now 't be happy to answer any questions you may have
- 4. We'd therefore recommend that we
- s. Before, stop, let me go through my main points again.
- 6 Well, this brings me to the end of my presentation

CONCLUSION OF A PRESENTAT ON

Signalling the end of the presentation

Summarizing the main points

Recommending or suggesting something

inviting questions

Now add these phrases to the table above

- a Thank you all for listening.
- b. In my opinion, we should ...
- c We just have time for a few questions.
- d. To sum up then, we
- e OX, I think that's everything awanted to say .
- g I'd like to run through my main points again
- F Are there any questions?
- I I'm now nearing the end of my talk ...
- h As a final point. I'd like to ...
- Just to summarize the main points of my talk ... k. What I'd like to suggest is

3	Ur	nscramble the	sertences to ma	ke typical sente	nces from a conclu	şion	
	1	Well, the end	of/today/bring:	s me/ro/my talk	/thai		
	2	Before /key i	ssues/go over/t	he/stop,/let me	/aga _i n		
	3	As a/means/l	let me say/for us	/what this, fina	poirt,		
	4	Finally, like to	issue/highligh	/I'd/one/key			
	5	To sum, looke	ed atyproduct rad	ge/up then, /the	e new/first/we		
	б	That/logistics	i/,ust about/to s	ay/about/I wan	ted, everything/cov	/ers	
4	Co	omplete the ser	ntences with wo	rds from the box	a a		
			figures we have now approachin		briefly summarize t • to highlight	•	
	1	If may		the pro	s and cons.		
	2			, ,	it siclear) part
	3	Well, I'm	act quirkiy.	the en	d of my		
	4	OK. 'd now ik	K ę		the key		1 1
	5	Let me make o	one		_		1
	6	In strategy.		, we need a r	new sales	. 6	
	7	Let me		to the k	ey issue	1 2 3	
	8	I		we work tage	ther with our French	partners.	
5	Us	se the notes on	the next page a	nd follow the fic	owicha i Lopractisc	the end of two to	a ks.
		Signat the end of your talk	Summerize the key points	Highlight one Important point	Explain the significance	Make your final statement	Invite questions

Update on new software project talked about delays with first trials & now we're dealing with them reviewed partners involved in project/how we can work Marit with them most effectively" ppynita " Key point: IRG Design - the next stape - where we go from here (autvolvedil Important to success of projects (a lot of experience ALCOHOL: in ship area, good reputation for quality,

Listen to four conclusions and say which technique is used in which presentation (1/4).

Technique

Presentation

Call to artion Story

Question

Quotat on

Which sentences (a d) come from which present at on? Write the number of the presentation in the box. Then listen again and complete the gaps-

à	a So,	_ this opportunity to get ahead of our
b	competitors? b "d ,ust like to once said "You can put wings on a pig. but i	former US president Bill Clinton you don't make it an eagle'
c	and our SAP consultant and we can work out business.	et up an appointment with our project manager If the Best Practice solutions that suit your
d	d I to the sales meeting in Vienna with the disappoint	o d at the start of my talk. , ointed Japanese businessmen?
	that knowing your entir	e product range is the key to success.

EFFECTIVE CONCLUSIONS

Using questions

After all, isn't that why we're here? Let me just fin sh with a question: If we don't do it, won't somebody else?

Quoting a well-known person

As - once said, ... To guote a well-known businessman ... To put it in the words of ...

Referring back to the beginning

Remember what a said at the beginning of my talk today? Well, ...

Let me just go back to the story I told you earlie. Remember, ..

Calling the audience to action

So that's the plan. Now let's go and put it into practicel. So now it's your turn. Now let's make a real effort to achieve this goal

7 Match the two parts to make final statements from conclusions.

- 1 To put it in the words of Albert Einstein,
- 2 I would like to finish my talk
- 3 Let me go back to
- 4 So, now it's
- 5 Remember that story I told you
- 6 As the famous basketball coach Pat Riley said:
- 7 OK, and now let's

- a 'Look for your choices, pick the best one, then go with it'
- b with an important question.
- c about the new branch in Tokyo?
- d get down to work!
- e what I said at the start of this talk
- f. 'The important thing is not to stop questioning.
- g up to you

8 Complete the sentences with prepositions from the box.

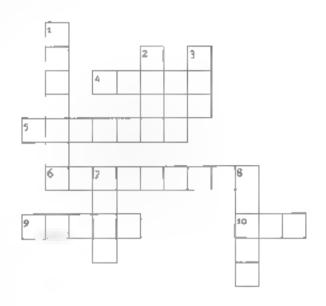
ę	about + by + for + in + on + out + through + to
1	Based what we know, we can optimize our procedures.
2	my opinion, we should go ahead with the project
3	OK, this brings me the end of my talk
4	What does this mean our business?
5	Let me just go the key issues again
6	We found that our sales force needs more support-
7	Well, that's all wanted to say strategic planning.
8	We saw that the delays were caused technical problems

9 Use the clues to complete the crossword puzzle.

- 4 I would like to begin my presentation with a from a great leader
- 5 Anagram TGJSSGE
- I will now ., some important points for discussion.
- g Another verb for 'summarize'
- 10 OK, that's I wanted to tell you about new technologies.

1.20

- What's the preposition? Let me run ... the main points again.
- 2 After weighing the pros and ..., we think a merger would be the best option.
- 3 The most important points or the ... Issues.
- 7 Another word for Target I'm sure we can reach this
- 8 These results are excellent. They show that we are on the right ...



USING YOUR WOKE EFFECTIVELY

How you say something is often just as important as what you say. You can use your voice and the way you stress words or make pauses in sentences to make your presentation more interesting and easier for the audience to follow.

Stressing words

By emphasizing particular words or parts of words you create certain effects. Notice how you can change the raganing of a sentence by putting the stress on a different word.

We all know that this is an extremely difficult market (it's more than just difficult)
We all know that this is an extremely difficult market. (you and I agree on this)
We all know that this is an extremely difficult market. (but they don't)

Making pauses

You can use pauses to slow your pace down and make your sentences easier to understand. Group words into phrases according to their meaning and make pauses between the phrases.

In my opinion we should go into other markets. In my opinion // we should go // into other markets.

On the other hand, the figures prove that we are on the right track.

On the other hand, if the figures prove if that we are on the right track.

10 Look at the clues in brackets and underline the word which should be stressed in each sentence.

- 1 Clearly, we need to look at this again. (It's obvious!)
- 2. Clearly, we need to look at this again. (twice wasn't enough)
- 3 We will never get such a perfect opportunity again. (this is our only chance)
- 4. We will never get such a perfect opportunity again (but perhops the competition will)
- 5 'd like us to work out a strategy. (and nobody eise)
- 6 'd like us to work out a strategy (a plan is important)
- 7. There hasn't been a dramatic increase in production costs. (but there has been an increase)
- 8. There hasn't been a dramatic increase in product on costs, (the increase was in personnel costs,
- 9 think we've made a good start. (but you might not agree)
- 10 think we've made a good start. (but there is still a lot to do).
- 11 This is not the only option. (There might be others)
- 12 This is not the only option. (I have a better one)
- 13 Sales this month have been quite good (But not brilliant).
- 14 Sales this month have been guite good. (We are pleased)
- 15 Where do we go from here? (I have absolutely no idea)
- 16 Where do we go from here? (Normal question)

Now work with a partner and practise reading out the sentence pairs with the correct stress. Can she or he hear the difference in meaning?

11 Read the following text. Underline the words which you think should be emphasized and use double stashes (//) for pauses in the sentences. Then listen and check.

Finally, let me come back to the key points of my talk.

I told you that in the first quarter more than half, or 52%, of our revenues came from overseas. This is in line with the targets we set out in 2004 when we decided we wanted to continue to rely on overseas markets, especially China, to keep growing. In the past three months, we've added more new customers in China than in any other country.

Now what are our largets for the next few months? The first maior step will be the introduction of our PavPal payment service in China. And then we will focus on finding customers in existing markets, such as the US and Germany, who haven't tried buying from our website yet.



- 12 Put the words in the right order to make sentences with expressions from this unit
 - . Summarize me important let the results most
 - 2 points again go I'd through like to the main
 - 3 opinion strategy sales to our change my we in have
 - 4 recommend market focus Asian 1'd that we the on
 - 5 now end presentation approaching I'm of the my
 - 6 all now put let's practice into it
- 13 a 's your turn now Follow the creekt's top actise making conclusions. Try to use words and phrases from the unit

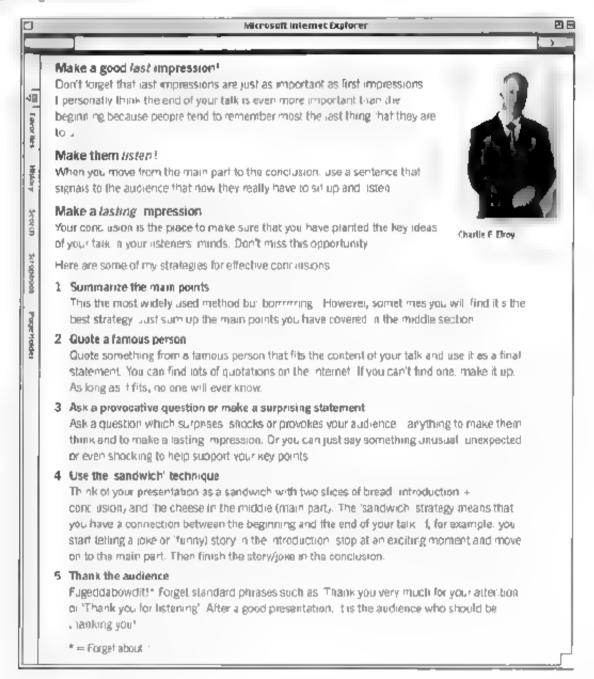
CHECKLIST FOR CONCLUSIONS

- 1 Signat the end of your talk.
- 2 Summarize the key points.
- 3 Highlight one important point.
- 4 Explain the significance
- 5 Make your final statement.





On his website, the American presentations gu in Charlie F. Etroy, 'alks about his si rategies for good conclusions.



ewek to you

Which tips do you think are the most useful? Which are not useful at all? Why do you think that? Can you think of any other strategies for making good conclusions?

How might cultural differences between you and the audience affect the way you end a presentation? Do you remember a conclusion you found particularly effective? What did the presenter do?



Any questions?



Work with a partner. Ask each other the questions below and make a not, of the answers. Then tell the class what you found out.

- Do you prefer questions during or after the presentation? Why?
- 2 How do you feel about the quest on period a, the end of a presentation?
- 3 How do you prepare for the question period?
- 4 How do you deal with questions you don't want to answer?
- 5 What do you do if you can't answer the quest on?
- 6 How do you deal with dominant participants?
- 7 Do you remember a presentation in which questions were handled well/badly? What do you think went right livring?



Listen to four excerpts from the question phase of a presentation.

How does the presenter deal with the questions? Tick (/) the correct box



	And now I'll be	any questions you may have. Yes?
	You were talking about s	oftware problems. What exactly
	Wel., I	that the new software is being tested at the moment. ()
	Does that answer your q	uestion?
s		telling us whether the new software will help to improve our
	company's image?	
	'm afraid don't	your question. Could you be a bit more specific?
3	have	It's about the piloting stage. Which divis on will start pilot
	he software first1	
	fyou	, I'd prefer not to discuss that today.
		, there will be a meeting next week where that will be decided
4	You spoke about specia	training courses ear ler how they will be
	organized?	
	Sarry,	that's not my field. But Pm sure Linda Cole from the training
		that's not my field. But I'm sure Linda Cole from the training that question.
DE		that's not my field. But I'm sure Linda Cole from the training
A	department	that question.
A	department	that question. puestion, politiely ask the person to repeat or explain it
A	department	that question. puestion, politiely ask the person to repeat or explain it pour question, please?
A	department	that question. puestion, politiely ask the person to repeat or explain it your question, please? In that:
A	department	that question. puestion, politiely ask the person to repeat or explain it your question, please? In that: Instand your question.
As So	department SALING WITH QUESTIONS sking for derification you do not understand the of I'm sony. Could you repeat I'm afraid I don't quite card volding giving an enswer ometimes you may not want	that question. puestion, politiely ask the person to repeat or explain it pour question, please? In that, Instand your question. To answer a question, perhaps because it's the wrong time for it or the
As So	department SALING WITH QUESTIONS sking for derification you do not understand the of I'm sony. Could you repeat I'm afraid I don't quite card volding giving an enswer ometimes you may not want	that question. puestion, politiely ask the person to repeat or explain it your question, please? In that: Instand your question.
As So qu	department	that question. puestion, politicly ask the person to repeat or explain it pour question, please? In that, Instand your question. To answer a question, perhaps because it's the wrong time for it or the rolding giving an answer, make sure that you lone of voice is friendly and

Admitting you don't know the answer

If you don't know the answer to a question, be honest and say so. Offer to find out or name a person who can answer the question.

Sorry, that's not my field. But I'm sure Peter Bott from Sales could answer your question. I'm afraid I don't know the answer to your question, but I'll try to find out for you. I'm afraid I'm not in a position to answer that. Perhaps Meria could help.

Match the two parts to make se	Sei	iake	make	sto	parts	two	1he	Match	ж.
--------------------------------	-----	------	------	-----	-------	-----	-----	-------	----

- 1 Good point, but I'd prefer
- 2 Perhaps we could
- Could you repeat.
- A I'm afraid that's
- 5 Pm sure Ms Major
- 6 Sorry, I don't
- 7 I'm attaid I don't know that
- 8 I'm afraid I'm not
- 9 Does that

- a your question please?
- b dea with this at some other time
- c off the top of my head
- d not to discuss that today
- e answer your question?
- f not my fie d
- g could answer that question for you
- hi in a position to comment on that.
- quite understand your question

Now decide which of the sentences above you can use to ..

- a ask for clarification.
- b make it clear you don't want to answer the question:
- c admit you don't know the answer-

. 4 Complete the dialogue with phrases from the box. Then I sten and check

Could you give us . Does that mean . Are there any questions .

Go ahead . Excuse me . No, no, not at all . I suggest you speak to
. 'd be interested . Would you mind . May lask

Presenter		\$
Susanne	Yes, have a question	² some background information on Track
Presenter	Cer air y. They're one of the leading in with more than 35 factories wo adwid	nanufacturers of outdoor equipment in the UK e
Tim	<u> </u>	teiling us why you've chosen them as partners?
Presenter		. The answer's quite simple. We were very oducts and their prices are very attractive
Annette	s a question?	
Presenter	Yes, of course	
Annette		
Presenter	I'm afraid can't answer that question she would be the right person to ask.	
A lex	9 You mentio	ned a London office
	we do business through them?	
Procenter	That's right. We need to discuss the d	etails though

ASKING POL TE QUESTIONS

There are different ways of asking questions in English. If you want to be more polite (and less aggressive), it is better to use less direct questions

Direct questions

Less direct questions

When do you plan to move to Geneva?

Could you tall me when you plan to move to Geneva?

What is the project status?

Do you mind if I ask what the project status is?

Note that in polite questions it is often necessary to change the word order or acid words. ke if or whether Whot's the current project status? A Can you tell me what the current project status is?

Is that the final decision? Doubt you tell me whether I if that's the final decision?

5 Look at the questions in the bilbble and is eithe words given to make them more polite.



What you think

- 1 Are there any other options?
- 2 What would that mean for is?
- 3 How do we compare with other firms?
- Will we cooperate with our branches in the JK?
 - 5 How did she arrive at these results?
 6 Are there any figures to back
 - this ap?

What you ask

- 1 May Lask if there are any other opt one?
- 2. Do you mind telling me what that would mean for s?
- May Lask
- 4 Can you tell me.
- 5. Would you mind felling me.
- 6 Could you tell me

Now match the questions from above to the answers.

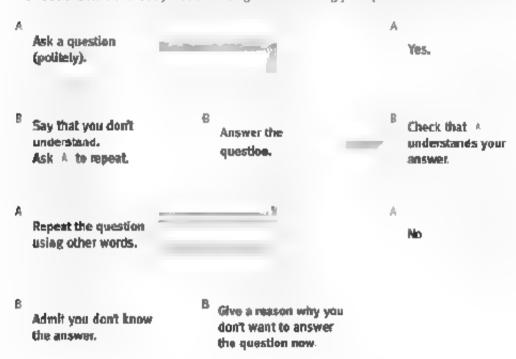
- a. Of course, Basically we have two alternatives
- b. Well, first of a l, more work for each of us
- Yes, we will "ve already contacted the London office.
- d Yes. As said earlier, "It be passing out handouts with the latest data.
- e. Very well. At the mortient we are market, eader.
- F. Not at all. They are based on the lates, study.

ANTICIPATING QUESTIONS

If you know your topic well and know who your audience is, it is possible to anticipate most of the questions that will be asked. When preparing your presentation, always try to make a list of questions you expect to be asked. Some of the most common questions will be something like

What has to be done? How much does it cost? What are the alternatives? Who will be responsible? How long does it take? Is there a deadline? Do we get support? What can go wrang?

6 Work with a partner First think of a topic you both know well (e.g. an update on a current project or plans for a new project). Work separately to write four or five questions about the topic. Then use the flow chall to practise asking and answering your questions.





- Sometimes you have to dea, with interruptions or unexpected questions during your presentation. Listen to the following excerpts from four different presentations and say in which one the presenter.
- a postpones answering the question
- bildeals with an aggressive question
- explains a term that somebody doesn't understand.
- d deats with a difficult question.

7	8	Now cister again and complete the sentences the presenters use to dear with the	neinterrupt ons
		1	is how we can
		meet the delivery date as we are slightly under staffed in production at the mo	oment
		2 Sorry,	
		when we discuss the financial side of this merger OK I was lust moving on to merger and	the timing of the
		g Yes, Let me	Just
		so that everybody can he	:B1
		4 Yes, sure the big credit card companies use	special microchip
		instead of the usual magnetic strips on their cards.	
		your question?	
		DEALING WITH INTERRUPTIONS	
		Sometimes you may be asked questions during the presentation, even if you have asked walt. Whereas some questions can and should be answered quickly (for example, when hasn't understood something you've said, you might prefer to posipone unwelcome quicomments.	a participant
		If you don't mind, I'll deat with this question later in my presentation. Can we get back to that a bit later? Would you mind waiting with your questions until the question and answer session a	it the end?
		After answering questions, especially those that require a longer answer, it is sometimes remind the audience what you were talking about before the interruption.	necessary to
		Before we continue, let me briefly summarize the points we were discussing. So, back to what I was saying about	
	9	Complete he sen ences with verbs from the box. Sometimes more than one ans	Swe) is possible
		answer - dear - go - mention - mind - move - prefer - recap - summ	arize
		Well, actually, I'd to answer your question after the presentation.	on.
		2 To what we were discussing, let me the follow	
		3 Sorry but I'd rather not with this question now as we'll be no	k ng at that in
		deta: later on this morning.	
		4 Let me just back to what we were discussing earlier	
		s I'll this quest on in the course of my presentation	
		6 Before we on let me briefly the main points w	e have been
		talking about.	
		7 I'm sorry, but would you waiting until the question period?	

REFORMING QUESTIONS

it is somet mes necessary, o reformulate a question (i.e. say it in another way) before answering it. This not only gives you time to think, it also allows you to make sure you have understood the question. With a large or noisy audience, it is lows the other participants to hear the question (again) and finally, it gives you the chance to change the tone of the question le.g. by making it less aggressive

You can use the following phrases and the techniques in the table below to reformulate questions.

I see So, what you're asking is: ...

If I understand you correctly, you want to know

OK, let me lust repeat your question so everybody can hear it

If I could just rephrase your question.

The question is:	You reformulate to make it:	by:
negalive Isn't there a better solution?	positive What would be a better solution?	leaving out negative words such as
aggressive Do you honestly believe We can get the contract?	neutral You're asking whether i think It is possible to get the contract.	avoiding words which sound aggressive or have a negative meaning such as honestly really disaster

10 Reformulate the following questions using the techniques and phrases in the box above

- 1 Are you really sure we can meet our deadline?
 4 Do you honestry think we can rely on them?
- 2 Won I we get support from headquarters?
- sn't there a better way to reduce costs?
- 9 Do you rearry think this will work?

11 Put the words in their ght order to make sentences with expressions from this unit

- . point back perhaps get we later can to that
- 2 answer question can't afraid I that I'm.
- 3 correctly I've you'd system if understood works know like how the you to
- 4 deadline interested meet I'd to know the can if be we
- 5 those arrived you how may figures at + ask ?
- 6 Sarah to department speak suggest you I the from marketing

12 It's your turn now Practise the physics from this unit as neither their klist.

CHECKLIST FOR QUESTIONS



- √ 1 1 sten careta y.
- Make sure you have understood the quest on correctly.
- Reformulate the question in your own words.
- 4 If you want to postpone the question, say why politely.
- If you don't know the answer, say so and offer to find out.
- 6 Answer irrelevant questions politely but briefly.
- 7 Check that the guest oner is satisfied with your answer.



Look at what these people say about the question and answer session.

Which opinion(s) do you agree with?



Person 1 For me, the question and onswer session is the most difficult part of a presentation. I don't like it at all. You never know what questions will be asked, so you can't really prepare. I always feel extremely nervous. The problem is you have to say something quickly and don't have the line to think of a Lievel reply.

Person 2 If you ask me, most questions aren't really questions at all. It seems as if a ior of people ask questions not because they want to get an answer but because they want to show the other participants how clever they are or how funny or whatever I think some people just want to show off or be the centre of attention.





Person § I like the way questions are asked by American audiences.

My experience is that they usually say something positive about a presentation before they start asking questions. I think that's a very good thing because the questioner shows some respect for the presenter and also helps create a more relaxed and friendly atmosphere during the question period.

Person 4 I think it's important to try and predict all the questions you might be asked. Before a presentation I always make a list of questions I expect people to ask. Then I think about possible answers and practise them. Sometimes I even get friends and colleagues to ask me questions. Of course you can't anticipate all the questions but at least you don't need to warry about the ones you have thought about. Jeel much more comfortable this way.





Person 5 You need to decide when you want to answer questions. Allowing questions during your talk usually creates a rather informal, seminar-like atmosphere. You can answer questions directly and involve the audience. On the other hand, answering questions after the presentation gives you more control of your structure and timing. If you want questions after your talk, you can say that your time frame is very tight or the topic is rather complex.

OVER TO YOU

Do you usually answer questions during or after your talk? Which do you prefer?

What other tips can you think of for preparing for the question period?

How often up you present to an English speaking and ence? How different is it from presenting to an audience in your own ranguage?



Test yourself!

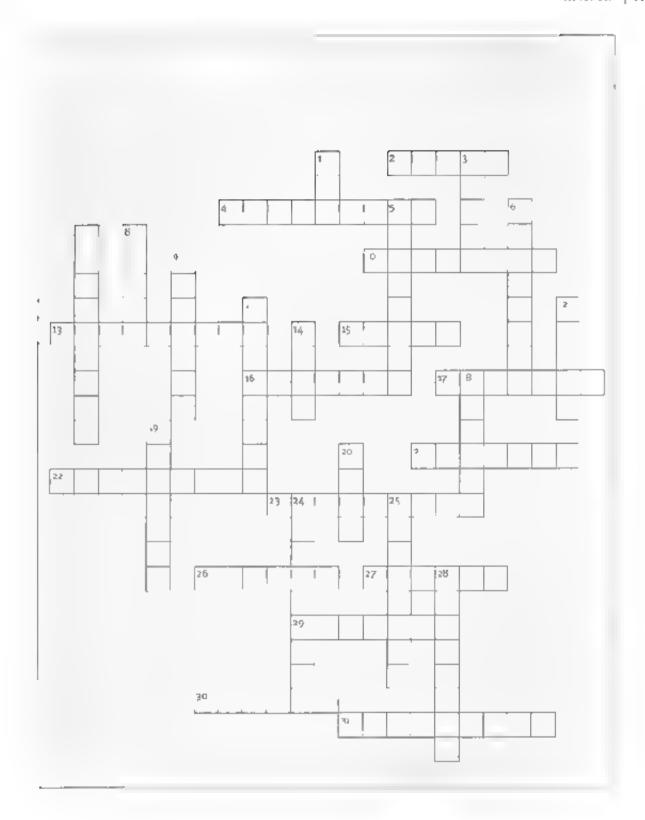
See how much you verearned about giving presentations in English. Use the clues to complete the crossword.

Across

- 2 Indical ng the start of a talk. ... of all, I'd like to talk about the new project
- 4 RUEPTR NT: To speak when somebody else is speaking
- 10 The opposite of increase. We have expenenced a drastic ... in orders.
- 13 Another word for vary: Orders generally ... between 1.2 and 1.4 million
- 15 Indicating the end of one section and the start of the next. This is me directly to my next topic
- 16 Written material for the audience. The prepared a ... for you
- 17 In a few words, Let me just go over this again ...
- 21 Another word for approaching: Pm ... the end of my talk today
- 22 ZSMUMIRAE To restate the main point briefly
- 23 Another word for said: As I ... earlier, the situation is improving.
- 26 very small: There has been a ... decrease in sales this year.
- 27 If you don't mind, I'd ... not to discuss this today.
- 20 Another word for part
- 30 Another word for increased: The British government has a taxes again.
- 31 DECLRONIT: Let me ... myself. My name is Brian Winston.

Down

- . What's the preposition? She's the regional manager, responsible ... Europe
- (Powe Point) Let's look at the next
- 5 A good visual for showing percentages. (a words 3, 5)
- 6 To deat with something (like a guestion) later.
- 7 Another word for emphasize. I'd like to ... the main advantages
- 8 Another word for subject: Today's ... is market segmentation
- 9 RUGIFES. Here you can see the sales .. for 2007
- 11 To repeat the same question or information in a different ways
- 12 Facts and figures displayed in blocks or rows and columns.
- 14 A polite way of asking somebody to do something. Would you ... repeating that?
- 18 Another way to say regarding: With ... to-
- 19 To make sure something is clear.
- 20 What's the preposition? If we don't do something, we will run ... senous trouble
- 24 PAZEEMISH Let me .. the fact that we need to act quickly
- 25. A general description of the most important facts: I'll begin by giving you an
- 28 Another word for role I am here in my ... as head of marketing



Answer key

-			þ	Sc à							
	pige 5	7		start Then	_	Finally dry de		5	all After	7 8	areas (bird
	Presentation : Don Taylo Pead of logistics	8	1	For into	3 4	of		5	on with	7 8	about to
	new semi-automatic shelving system people who piace orders		PII	EB 10							
	Presentation 2 Chariofte Best team leader T project documentation people involved in international project management		7	t b a		K F A (н	10	tr 1		
	Presentation is Susan Websier human resources manage: n-company training and qualification programmes department heads	10	2	ge 11 sections I'm After that	t: NG	m			respors realize	ible (ioi
	Formal 1, 3 Less formal 2	11	ú	d d	4	h g		5	r (8	ē
	page 6		po	Be 13							
s.l	1 First of au 2 introduce 3 presen 4 porticularly: proce orders 5 make it; notice 6 screen: topic 7 important involved 8 aware; schedules 9 probably, human resources 0 department heads; Ni need a 3 6 b 1.5.8 c 2.9 d §. 7 10	13	1274	You know Imagine. Did you I asking you I sko,ooo each sa a I read in four-lette Imagine 1	respondence of the control of the co	oonsible questing that A 987 by erved in inticle 5 ord, I te	oss, e. go on t mer eum one one	e y can lnati t cla whe o ag	cazines out if ou why Arranes: ing one of ss? ine that of ree with	olive to that!	топ: s a
	orde b c a-d		4	reil first? Can we re			nte v	ath i	tho Chini	ase? (DF
4	Hi, everyone. What I want to do today is As you know, "m It's good to see you all here In my talk I'l fell you about I foday "m going to talk about Ok, shall we get scarted" Know you are all very busy	14	1 2 9 4 5	OK. shall The subject satisfaction My present's focus We will some satisfactions.	ect on neat on the interest of	of my p lian will three is: by roak	take Sues ung	e abo at th	out 30 m	ilnute Estat	tus of
	page #		6	Did you k	TOW	r that th	IIS CE	If 15 1	very pop	اا ۱۱هام	ı Çhina?
	 showing you how the database works lalking about Et. tax reform. bring you up to date on SEKO's investment plans. report on our Phancial targets for the division update you on the proposed training project looking at business opportunities in Asia. 	_	1	uggestêd a I 3 A 4	D	s C 6 6		1	7 B 3 F	9	E
	8 begin by redling you what lane's group is working										

page 9

page 15

suggested answers)

5 8 6 3 D,C 1 b 7 8 6

4 8

short-time work insurance market handbooks. transport regulations 4

nforming the audience about something 2, 4

suggesting some solutions to a problem: 1, 3

page 16

'd like to do 2 1

2 purpose; major developments

wap: to do

4 objective

3. 1 The purpose of my tack today is to update you on new developments in 880

2. What want to do is to present alternatives to existing booking procedures.

My aim is to show you how to cut costs in T 5JDDOrt

 The objective of my presentation is to give you an overview of the British job market.

5 Our goal is to determine our sales targets for next year.

am here today to report on my/our company's investment plans.

416 28 3 b 4 e

page 17

a so that's

6 my next point

2 let's move on As said ear ier

So much for

I'd like to tell

B. Let's now turn p what said earlier

5 let me give you

District LB

- 5 2 So, let me give you a brief overview ...
 - This now leads us to my next point
 - Let's move on to the next point
 - Let's now turn to the next issue
 - 6 So much for a
 - So that's the background
 - 8 As said-earlier
 - 9 Let me now come back to what said earlier
- 6 2. This brings us directly to my next question.
 - 1. This leads to the next point, which is price.
 - 4 Let's turn now to the issue of customer service. 5 As I mentioned before. 'd' ike to give you a brief overview of our activities.
 - 6. Pd. ike to come back to this question later.
 - Let's go back to what we were discussing earlier
 - As I said earlier, PII be focusing on our new sales stratesses

page 10

7 1 main points s covered 2 discussing 6 wanted 3 Inform (eads 4 SUM JD 8 back

B (Suggested answers)

2. As you at lateady know. Tony Date is our new marketing manager for print media.

 As I said at the beginning of my talk, we can't operate from our local airport because we have no permission/not been given permission.

As explained ten minutes ago, we have to choose between two options.

As you can see on the stide, sales have increased by 10% since the beginning of the year

9 1 True

False: There are only problems with supply and distribution.

True

False: They have had to return around 40% of the bottles

False: They may have trouble with their Christmas business

page 20

10	1	are having	5	prevent
	Ż	(dentify	6	accept
	3	deal		don't solve
	4	cope	8	with CID run.

	•	*		
11	1	deal	4	take care
	2	cope	5	salve
	2	identify	6	ciarify

12	3	with regard	4	Apart from
	2	Moreover	5	regarding
	3	concerns	6	According to

- sa . Let's now move on to the next point.
 - 2 As you all know, ou topic today is globalization.
 - 3 My aim is to Inform you about the latest developments.
 - 4 Additionally, we will be discussing the most mportant figures.
 - 5 As said earlier, I'll give you a brief overview.
 - 6 According to his study, our customers are satisfied with it



page 23 STARTER

1	microphone	6	Screen
2	markers	7	ORP
3	whiteboard	8	transparence
4	Rip chart	9	peinter
5	data projector	10	pin board

1	flip chart 3	
	whiteboard L	
	PowerPoint slide	2

PARE 24

7	1	these figures	- 6	sales figures; firs
	2	highlight, two quarters	7	can see
	3	figures; board	8	go back page
	4	have a look	- 9	flip back
	_	and the second s	_	

5 next slide: illustration.

3	t.	h	3.0	5 d	7	Ъ
			A R	6 6	6	ť

page 25

- 4 1 Two hundred and fifty-one
 - 2 Seven thousand, four hundred and eighty-nine
 - 3 Three point eight billion.
 - Forty-nine million eurots.
 - Nineteen dollars and sixty-two cents
 - 6 Two-thirds
 - 7 One hundred and seventy five square metres.
 - One million, two hundred and forty thousand
 - Seven point two

5	±	18,250	- 5	400 m²
	2	47,500		€239
	3	B,000	7	€215
	4	24.8 m		

pege 26

6	- (less)	+/- (about the same)	+ (mere)
	a thtle less than	about, aimost	Just over
	ust under	approximately	well over
		around; nearly	
		roughty	

(suggested answers)

- 2 Aimost Nearly 15%
- 3 roughly/around two million euro(s.
- 4 just over approximately 18° centigrade
- 5 just under /a little less than four douars
- 6 approximately roughly 400 square metres

page 27

- 8 suggested answers)
 - Design/Unique design/Refrigerator design
 - more colourful.
 - customers can change colours
 - five colouts to choose from
 - circular shelving system
 - · compact design

2 Survey British Businesses and the Euro

- 49% 'walk and see'
- .3% never
- 35% yes, immediately
- . turn to the next point
- 2. I'd like to draw your attent on
- 3. What's really interesting here.
- 4 are the results of this survey, quite interesting
- The good news is that,
- 6 So, where do we go from here?

page 28

9	e	3	ь	5	0.	7	h
		4		- 6	ď	B	

- to 1 extremely dangerous
 - z absolutely necessary

 - 3 highly recessing
- 5 completely usetess
- 6 absolutely safe
- incredibly cheap

Describing results

as a result

therefore

thas

consequently

4 surprisingly good

page 29

- sa 1 draw your attention
 - 2 you'll see
- 5. On the other hand
 - 6 can we explain
 - 7 The figures also show that 7 have a look
 - q It's quite remarkable
 - 8 let's ralk about

12 Making contrasts

a though despite however nevertheless

on the other hand.

whereas white

page 30

- 1 however 4 Despite Although 5 Consequently
- 6 On the other hand 1 Whereas
- Let's have a closer look at this table
 - 2. On the next graph you can see the sales figures. for the first quarter.
 - We sell almost 30% of our products to other European countries
 - I'd ake to draw your attention to the following racts.
 - 5. Despite software problems we were able to achieve surprisingly good results
 - 6 I'd like to stress how important this change is

page 32

STARTER

bar chart.	\$	тар	- 5
tabie	3	(line) graph	2
rechnical drawing	8	ple chare	4
Now chart	7	biganigiam	- 6

- a ple chart
- b flow chart
- c organigiam
- 1 Presentation a preichart

Presentation 2: (line) graph Presentation 3: bar chart

- chart, breakdown
- 2 segment, percentage
- 3 have a look
- 4 left hand represents
- draw
- 6 Take a look, slide
- 7 bas chart left percent

Z	_	В		Ð	4	F		н
	2	A	4	Ė	- 6	١,	5	_

pngn 34

3	1	4	J.	5	섭		- 17	Ь
	2	4	6	Б	h	8 g	10	₫

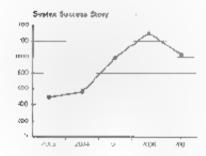
A account

A 1 d wided s is presed 2 shown 6 amoun attent ort 4

tota page 35

4





6 Presentation 1.

Presentation 2 1 1056

- fluctuated 2 (056
- mckeles

- 1 fall
- 3 (ncrease
- 4 Slumped; decune
- 6 went down; stood
- s picking up.
- 6 reached

page 35

7	Upward	Downward	Other
	camb	decline	Buctuate
	double	decrease	remain stable
	expand	drop	stabilize
	go up	fall	Stay the same
	grow	go down	
	n nease	hit a low	
	pirk ip	plunge	
	neach a high		
	recover.		
	150		

page 37

- 8 2 Spies dropped at the beginning of the year
 - Energy consumption has increased over the past. 30 years.
 - 4. Gas prices went up last month
 - The number of customers has grown since 2004
 - 6. Surprisingly, interest rates fell yesterday.

- 7. TBN's share price hit allow after the crash in rosa.
- Driving bookings have doubled since May last vear
- Order volume fluctuated between May and July

(suggested answers)

- z. Sales increased rose at the beginning of the
- 3 Energy consumption has decreased declined over the past 30 years
- Gas prices went down/fell last month
- The number of customers has fatten decreased since 2004
- Surprisingly, interest rates rose/went up vesterday

9 a Correct

- 2 Incorrect: Unemployment rose
- Incorrect. Why did they raise a
- Correct
- Incorrect interest rates will rise
- 6 Incorrect The company raised

page 38

- 10.1 fell 4 has grown 5 have doubled 2 has improved
 - 3 punged 6 stumped

5 d 7 b 3 g

drastir decline improve significantly ise stead ly temporary setback

page 39

- (suggested answers) 12
 - fell dramatically.
 - 3 have declined sightly
 - rose sharply
 - has grown considerably
 - 6 has decreased steadily

13 (suggested answers)

- 2 This was followed by a sharp fall in Income.
- 4 We have seen a drastic decline in the number of obsithis year.
- There was a slight drop in hotel rates in Munich
- This was followed by a sudden increase in tourist numbers.
- There has been a steady growth in social security costs

page 40

- 141 There are several reasons for the decrease in productivity.
 - We chose this method because we needed reliable figures.
 - The result of this move was a drastic increase in our costs
 - Our new policy has red to a significant rise in sales.
 - The slump was caused by the collapse of one of our partner firms.
 - 6. Downsizing resulted in a drastic tall in staff. numbers.

- We increased our prices and our sales went up!
- 8. Our output has doubted thanks to a new over me policy.

cause. 4, 2, 5 effect, 3, 4, 6, 7, 8

- A until 7 around 151 In a between s from 8 by 6 of 3 to 9 41
- 261 The pie chart shows our percentage of the market share
 - 2. According to the study, traver costs have usen sharply since 2006.
 - 3 Interest rates were raised by 0.5% at the beginning of the year
 - In June, there was a dramatic rise of 15% in transport costs.
 - Our productivity hit a low in December.
 - 6. The decline was caused by the pool economic situal on



DDEC 42

- 1 To find out whether they can reduce air travel costs by using budget airlines and if so, how to proceed
 - 2. The options are: to lake on a part-time. employee, to have staff book their own flights, or to autsource the function.
 - The best solution is to employ a part-ormer.
 - The presenter recommends that the dear candidate either has internet experience or has previously worked for a travel agent

- 2 Signalling the end of the presentation.
 - Well, this brings me to the end of my presentation. (6) Thank you all for listening. (a) OK, I think that's everything I wanted to say .. (c) As a final point, 'dire to ... (h) I'm now nearing the end of my talk (3)
 - Summarizing the main points
 - Pl. ast run through the three different options. (1) Before stop let me go through my main points again. (5)
 - To sum up then, we ... (d)
 - nd like to run through my main points again ... (g) just to summarize the main points of my talk . (3)

Recommending or suggesting something

- We'd suggest . 2"
- We'd therefore recommend that we (4)
- in my opinion, we should u. (b)
- What 'd like to suggest is ... (k)
- inviting questions
- Now is be happy to answer any questions you may have. (3,
- We just have time for a few questions. (c)
- Are there any questions? (f)

page 44

- g + Web, that brings me to the end of my talk today
 - Before stop, let me go over the key issues agair
 - 3 As a final point, let me say what this means for us.
 - . Finally, I'd like to highlight one key issue.
 - 5. To sum up then, we first looked at the product
 - That covers just about everything I wanted to say about ogistics
- 1 briefly summarize.
 - 5 fina point
 - 2 figures we have
- 6 my opinion
- 3 now approaching
- 7 come back
- a to high ghe
- 8 suggest that

page 44

- 5 (model answer)
 - I'm now nearing the end of my talk. I'd just like to run through the main points again. First Italked about the delays that we've been having with the first trials and showed you how we are dealing with them. Then we reviewed the various partners that are currently involved in the project and how we can work together most effectively, finally, talked about the next steps, i.e. where we go from here. So, to conclude, I'd ke to high ight one key point That's the fact that we were able to get IRG Design. involved. This is very important to the success of the project as they have a lot of experience in this area and a very good reputation for quality. So, now you've got the full picture. Any questions?
- 6 Call to action 4 Story
- Question 2 Quotation 3
- a Presentation as do we really want to miss
- b. Presentation 3. finish with something
- c. Presentation 4. So, the next step is yours
- d. Presentation 1. Let me go back to the story; Remember So this list shows you

page 46

- 7 L F 7 d 3 € 5 0 2 b
- 4 for R 1 00 2 In

 - 3 to
- 5 through
 - 8 by

7 about

- 6 out
- 9 Across Down a through 4 quote 2 (075 s suggest 6 highlight a key 7 809 g recap 8 track 10 all

NAME AT

		y- 4.		
10	1	never	10	start
	4	Yie	1,	only
	4	ŲS.	12	101
	6	strategy	13	quite
	7	dramatik	14	good
	8	production	15	do
	9		16	Where

Baze 48

14 finally, #let me come back to the key points of my talk # rold you that in the first quarter,#more than half, or 52%, //of our revenues //came from overseas. #This is in line with the targets we set our//in 2004//when we decided we wanted to continue to rely on overseas markets, //especially. China, to keep growing in the past three months we've added more new customers in China // than in any other country.

Now//what are our targets for the next few months? # The first major step#will be the introduction of our PayPal payment service in China. #And then# we will focus on finding customers in existing markets #such as the US and Germany #who haven't tried buying from our website yet

- Let me summarize the most important results.
 - 2 I'd like to go through the main points again.
 - 3 In my opinion, we have to change our sales.
 - a. I'd recommend that we focus on the Asian
 - I'm now approaching the end of my presentation.
 - 6 Now let's put it a -- into practice!

DESCRIPTION OF THE PERSON OF T

page 50

1 She answers the question: 1 She doesn't answer 3 She doesn't know the answer 4 She doesn't understand the question: 2

DB80 51

- 2 1 happy to answer do you mean. mentioned earlier
 - 2 Would you mind gulte understand
- 3 another question don't mind Actually
- 4. Could you tell us I'm afraid could answer

- d 2 4 3 0 5 8 0.0 Д
 - 8 .. 6 9
 - 1, 4
 - € 4, 7 d
- Are there any questions
 - 2. Could you give us Would you mind
 - 4 No, no not at all
 - s May ask
 - € Granead
 - d be interested
 - Suggest you speak to
 - 9 Excuse me
 - to Does that mean

Daige 54.

- 5 3 how we compare with other firms?
- whether we will coope ate with our branches in the UK?

- 5 how she arrived at those results?
- 6 of whether there are any figures to back this up:

5 [5 d 3 6 4 6

page 54

7 h 2 b 1 C A

PROF 55

- B . If have understood you correctly, Louise, your question
 - a if you don't mind, Pd like to answer your question a bit later.
 - than's a very valid question; repeat d
 - . It means that, Does that answer
- o 1 prefer
 - summarize, recept mention
 - 3 dear
 - 4 go
 - s answer
 - 6 move: summarize/recap

page 56

- 10 (suggested answers).
 - 1. I see, so what you're asking is. How can we be sure to meet the deadline?
 - 2 If understand you correctly, you want to know. whether we will get support from headquarters.
 - If could just rephrase your question, you'd like to know how this will work
 - You're asking me whether we can rely on them.
 - 5 OK, let me last rephrase your question so everybody can hear it. You want to know the most effective way to reduce costs
- st 1. Perhaps we can get back to that point later.
 - 2 I'm afraid I can't answer that question.
 - 3 If 've understood you correctly, you'd like to know how the system works.
 - 4. I'd be interested to know I we can meet the dead ine.
 - May I ask how you arrived at those figures?
 - 6 I suggest you speak to Sarah from the marketing department

pages 58/59

The Manager of the Land of the Ar msk , for 2 first interrupt 3 slide 10 decreasé 5 pie chart 13 Ructuate 6 postpone 15 leads 7 highlight 16 handout В торіс 17 briefly g figures gningen ig 11 mphrase 22 Summarize 12 table 23 mentioned sa mind 26 Slight 18 regard 27 prefer 19 clanfy 20 into 29 Section go raised 24 emphasize 3) introduce 25 Overview 28 function

Transcripts

49

Presentation 1

Good morning, ladies and gentlemen. First of all, let me thank you all for being here today. I'm giad that so many of you could come, especially since. Know that this time of the year is probably the busiest for you tet me introduce mysels. My name is Don Taylor. I'm the head of logistics here at Ali Spares, Logistics is a centre of competency dedicated to providing you with the spare parts you need precisely when you need them. I'm here today to present our new semilaulomatic shelving system. My talk is particularly relevant to those of you who place orders for the different parts we supply.

Presentation a

OK, shall we get started? Hello everyone. Foll those of you who don't know me, I'm Charlotte Best from IT. I'm a team leader, i'm happy that so many of you could make it today at such short notice is know that you're all extremely busy at the moment, so i'd like to start with my presentation right away. As you can see on the Streen, our topic Today is project documentation. We're going to rook dosely at drafting, storing, arthlying as well as accessing documents in our new SAP system We'll also examine the much improved handling of all project documentation as well as user rights. This is extremely important for all of us who are directly involved in international project management, right? You don't need me to spell if out in if it shift documented, it doesn't exst.

Presentation 3.

Good afternoon, I'm aware that you all have very light schedules, so appreciate you taking the time to come here today. As you probably know, my name is Susan Webster. I'm the new human resources manager here at Weston Ltd. What id like to present to you today is my department's new concept for improving our incompany training and qualification programmes. This is based on reedback from your departments. Today's topic will be very important for you as department heads, since I'll need your help to evaluate and select candidates for training.

The state of the s

: See page 10.

The property of the second

You know, I was sitting in the waiting room at the dentist's the other day when I came across something very interesting in one of the magazines that was fying there. It said that chocolate is really a vegetable because we get it from cocola and sugar, which come from cocola beans and sugar cane – both plants, i.e. vegetables, right? Chocolate a health food? Ha! You know, it's all about the way things are presented and how we look at them, image building, ladies and gentlemen, that is our business, and we're here today to

- 7 Imagine you worked in a small to medium-sized company and were responsible for making people in your company aware of health and safety issues. How would you go about it? Would you have a meeting? Send everyone an email? Take a few moments to think about it.
- Did you know that the number of possible ways of playing the first four moves per side in a game of chess is 3:8,979,564,000? Let me just write that number on the board. 3:8 billion, 979 in liton, and 564 thousand. Now, what ches that have to do with our topic today, which, as you know, is project management? Well, jet me to be a controlled.
- 4
 9 So, let me start by asking you a question. Why should we introduce a double quality check here at Auto Spares & Parts, one at goods-in and another at goods out? After all, our products come from centified suppliers and we have an excellent track record for providing quick and competent service. So, why bother? Well, I'm here today to tell you why. For those of you who don't know me, my name is ...

- r 1
- As you know, I've been asked to talk to you about the handbooks for our autin-one systems to ismaller businesses. Peter Collins from customer care has fold me that they have been getting a lot of phone calls and emb is from users who say that the set-up instructions are extremely complicated and does match the sketches. What I'd like to do today is to make some suggestions on how we can make our handbooks more user-friendly.
- If like to ralk to you today about how globalization has changed the face of the insurance industry. The purpose of my talk is to provide you with information on the major developments in the insurance market in the last few months. Id like to start with
- OK, let's get started. We're here to discuss the introduction of short-time work in our company. As you know, our order books are not the fullest at the moment so we have to find ways to get through this crisis and at the same time keep jobs. What want to do this marning is to show you how we could reorganize our working hours. Among other things, I'll be talking about ...
- As you can see from your handouts, we'll be looking at some new European transport regulations today. The objective is to bring you up to date with the latest changes which will be introduced on fanuary 1. These changes will mainly affect transport companies in the EU but they will, also

See page 17

THE PERCHASION

Thanks, lim OK As you probably know, we are correctly having difficulties with our new men's cosmetic line. These problems he chiefly with our main boute supplier, but we are also having trouble with distribution. I'd like to quickly dentify the problems and then make some suggestions on how we can deal with the consequences.

So, tet's start with our bottle supplier then ... We've been having serious difficulties with 656, which is our main plastic bottle supplier, regarding both quantity. and quality. We don't understand why, but they don't seem to be able to supply the quantities we order from them In addition, the quality of the material is so poor that we have had to return about 40% of the bottles. We've been trying to cope with these problems - the delays, the poor quality - a lalong but so far we've not been able to find ways to prevent them from happening again. It's clear we can no longer continue. to accept these conditions. Moreover, we're now eetting ready for the Christmas season of we don't Solve our supply problems within the next two weeks. we'll run into serious trouble with respect to our Christmas business

Let's move on to distribution, Here the problem lies with

TERCH

the next point

Take a look at these figures. They clearly high light how a combination of two significant external factors affer ted our business in the first two quarters of this year. One important factor is the bill price, the second the development of the euro against the dollar in about we exported hearly two-thirds of our products to the US and Canada. Since then oil has become much more expensive and so has the euro luct me show you what this means for our export business. I'll sust write some

Figures on the board and then we will go on to discuss.

- OK Let's now have a look at our new magnetic ski rack.

 Mafterhorn which was launched in August. This system is more compact than the old one and also easier to handle. Another advantage is that it can also be used for snowboards. We hope to set at least 5,000 of these systems within the next two months. On the next slide you will see an illustration of the Matterhorn X-15.
- As explained earlier, we've worked very hard to make our products more attractive for the customer. These are the sales figures for Europe for the first three quarters of this year. As you can see here, we've had a very successful year. We have sold about alloop furly automatic espresso machines and nearly 7,500 semi-automatic machines so far To highlight our success even further let's go back to the 2003 figures on the previous page. Let me just filp back to it. Ah yes, here it's

UNIT J. EXERCISE 4

🖏 See page 25 Answerkey on page 62

(71)

- Let's look at the figures in this table more closely. As you can see in the first row, we sold 18,250 cars in Germany in the first quarter while in the same period we sold roughly 32,000 in the EL. Our non-EL market was still relatively small with sales of about 8,000 cars. Now if you look at the second quarter, you will see a dramatic change. Whereas our German business didn't increase much, sales in the other two areas developed very well. In the EL, 47,500 cars were sold and in non-EU countries sales went up to 17,300, which I'm sure you will agree is an extremely good result.
- If you look at the next slide, you will see the layout of our new open-plan office in Hamburg. As you can see from the plan, it's 24.8 metres long and about 16 metres wide for a total of just over 400 square metres. Our office will be on the 12th floor of the building, which has a total of 16 floors. We life moving to our new premises on 15 February if everything goes according to plan.
- You can see the five most expensive cities for business travellers in this lable. Venice leads the table with an average rate of €387. In Rome, the business traveller has to pay €239 and in Paris a room costs €226. In New York City, the average room rate is €225 and in Milian It's €215 per hight.

- So, we've seen that our new line of refrigerators is environmenta ly triendly Let's now turn to the next point, which is their unique design, i'd like to draw your attention to three new design features. First, the refrigerators are more colourful. Apple started the trendof colourful computers in the office. We think that consumers want more colour in their kitchens, too, and our refrigerators provide that. What's really interesting here is that customers can change the colour panels. there are five colours to choose from I to match their home, their mood, the seasons, whatever, The second unique design leature is the discular shelving system. Each shelf can be rotated, so that at items of food are easy to reach and nothing gets lost in the back of the findge again. And finally, the new reit gerator has a compact design. This means that it takes up less floor space while holding as much as a conventional refrigerator.
- About 1,000 businesses in the UK were asked it Britain should introduce the euro. What are the results of this survey? Well, I think you'll agree that the results are quite interesting. As you can see from this table, 49% said they wanted to 'wall and see'. Only 13% said. Britain should never our the euro zone. The good news is that ready 35% said we should go in immediately. So, where do we go from here?

. See page 29.

. Presentation 5

The next chart shows the breakdown by age in our company. You can see that the biggest segment — aimost 70%—indicates the percentage of employees in the age group 35-10-50. About 19% of our staff are between 51 and 60 years of age and 2% are above 60. The final 'pie' is the most interesting for our discussion today: if shows the percentage of employees under 35 years of age, which it think you'll be surprised to hear is currently only 9% of our total staff.

Presentation 2

Let's now have a rook at the sales figures over the pasifive years. First, ratime quickly explain the graph. You can see that different colours have been used to indicate each of our main sales areas. The key in the bottom left hand corner shows you which colour represents which area. The redine, for example, gives us the sales figures for Belgium, the green line is for Germany, and so on. OK, so I'd like to first draw your attention to the sales figures for France —that's the blue line here.

J. Presentation 3

how I'd like you to take a rook at this next slide which shows how the cost of living developed in Europe between 2003 and 2007. According to the European Economic Instructe, living expenses rose by between 13 and 2% each year. Fyou book at the bar chart on the left, you will see that the highest increase was in 2005 with a rise of 2%.

Presentation 1

First, I'd, like you to look at this graph, which shows the ups and downs in our passenger volume over the past. nine months. As you can see here, passenger numbers fluctuated between 2 s and 2.3 million in the first four. months. They even rose moderately in May, reaching Just over 2.5 million at the end of the month. In June you'll notice a sharp fall in passenger numbers as a direct consequence of HLX's entry into the market. Now. as you all know, HLX is a no-ir its aidline with direct flights to almost all major south east Asian cities Passenger traffic slumped to about u.s million - a decline of almost 40%, in early july we introduced a new, more aggressive pricing system to boost sales. As a result, ticket sales started picking up in July. By the end of September passenger numbers had reached just over 2 million.

y Presentation a

On the next graph you'll see the sales figures for Systex in the past five years. Let me now highlight the most important facts about our hay fever medication. Despite an intensive advertising rampaign, we had a slow start in Europe in 2003, selling 500,000 units in the first twelve months. The figure rose by about

50,000 in the following year. In 2005, however, sales rocketed to 1 million following the problems at TC PHARMA, our main compet for in the anti-allergy sector. 2006 saw an even further increase in sales to 1.3 million due to the extremely warm and long sammer. As expected, sales were down again in 2007 and stood at just over a million at the end of the year.

· 表示者可含44、661.460

.. See page 38.

· Well, this brings me to the end of my presentation.

Bofore stop, let me go through my main points again You gave us the brief to find out (a) whether we can reduce our air travel costs by using budge: airlines and (b) if so, how we should proceed. So, to sum up ... first question is it really viable to use these no-frills airlines? Clear answer there in some cases we can save as much as 60% compared to regular flights. The next questionhow to proceed? In other words, who would be able to handle the online bookings most efficiently? "It just runthrough the three different options we investigated again: option 1, we take on a part-time employee for this job; option 2, staff book their own flights; option 3, we outsource this function. So, what is the best solution for us? From a financial point of view our results are absolutely clear, option one Alpartitime, would be the best, the cheapest, and least time-consuming solution. Wo'd therefore recommend that we recruit a part-time employee who could handle all our online bookings. The idea candidate should either have some internet experience or have previously worked for a travel agen. We'd suggest a limited contract to begin with So, now it's up to you to decide where to go from here. I'm sure you'll make the right charce. Now I'll be happy to answer. any questions you may have

J 1

Let me go back to the story tood at the srart of my alk. Remember, the sales meeting in Vienna with the disappointed Japanese businessmen? Three days later we got an emall saying they were going with us after all. So, this just shows you that knowing your entire product range is the key to success.

So, to conclude. I'm convinced that ICM would be an excellent method to make better use of the knowledge we have. And if would strengthen our market position So, do we really want to miss this opportunity to get

ahead of our competitors?

Finally, let me high ight the key question once again: do we need a digital telephone system or can we upgrade the existing one? As "ve shown in my binef presentation today, we must invest in the new system: an upgrade is just not feasible. I'd just like to finish with something former US president Bill Clinton once said: "You can put wings on a pig. but you don't make it an eagle.

Before Lend my presentation today, I'd like to briefly. recap the main reasons for doing business with as. We use state-of-the-art technology. We provide round-the clock professional customer care. And, most important, we customize our products and services to give you what you need when you need it. So, the next step is yours. Set up an appointment with our project manager and our SAP consultant and we can work out the best practice solutions that suft your business.

≤ See page 48.

And now "Il be happy to answer any questions you may have Yes? You were talk ing audul suffware problems, What exactly do you mean by that Well, ment oned car elithal the new software si being rested at the moment. In the mild runs we've had more than, so bugs so far and at the moment we're no isure how long it will take us to so ye a these problems, upes that answer you question?

Yes, thank you.

& 2 Are there any more questions? Mr Lee? Would you mind relling us whe her he new software wil, help to improve our company's troage*

I'm afraid don't quite understand your question. Could you be a air more specific?

Yes, I'd like to know whether we will also use the new softwere to make our company more affractive for the customer I'm falking about a new website, interactive applications, and so on

Oh, see Yes, well, as I said earlier ...

I have another question. It's about the prioling stage. Which division will scart billoting the software first

Eyou don imilia, t'd prefe not a discussing today Actually, there will be a meeting next week where that will be decided

Mr Martinez, you have a question? Yes. You spoke about special training courses earlier Could you ell us how they will be organized?

Sorry, I'm afraid that's not my field. But I'm sure unda Cote from the training department could answer that question I' ask her to get in touch with you on that Well, if there are no more questions, all that remains for me to do is to wish you a nice evening

See page 42

So, delivery of the units has been set to: 15 May. That gives us three months to handle the production and packaging. I'd like to turn now to

Ah, excuse me. Do you really think that's realistic? mean, three months. What about our staff problems?

If have understood you correctly, Louise, your question is how we can meet the delivery date as we are slightly under-staffed in production at the moment. Well, let me answer your question right. away, First of all

And talking of mergers, don, forge, the successful German hoircare, ompany, We a, which was aken over by Proctor and Camble only a few years ago. What we need lo discuss is whether it's he light momen for us to poside a merger with Carter Financia: Services.

Could you tell us what their tumover was last year? Sony with don't mind lid like to answer you question a bit rater when we discuss the fin heral side of this merger. Of, wats just moving on to the

timing of the merger and ...

6, 3 and this brings me to the most important topic of today's session. Due to our new European. harmonication shatesy, our complete sales, aftersales, and marketing departments will be relocated to Aberdeen by Illiy next year. Now know this may come as a shock to most of you but an guarantee that all the staff affected will be fully supported every step of the way

Excuse me, but may I ask how you propose to support those people who are fied to this location. for example those of us who care for elderly parents or whose children are in a special needs.

school for example?

Yes, that's a very valid question Let me last repeat. it so everyhody can hear. You're concerned about staff members who we find it difficult to move away from Basioliduci o family commit menti. Yes wet, of course we will not force anyone to move and our works count it's working very closely with HR to find the best solutions for everyone. If you look on our intranet

D 4

The main advantages of 'smart, credit cards are Somy to interrupt, but could you explain what 'smart' means in this context' Ves, sure. It means that the big credit card companies like Visa and Mostercard use special microchips instead of the usual magnetic strops on their cards. Does that answer your question? Yes, thank you OK, so let's go back to the main advantages of smart credit cords



Presentation trainer

Checklist - Organization

Date & time

Length of time for talk:

Questions at end? if yes, length of time for questions:

Place Room:

Room set-up:





Equipment needed:

Andrew Co.

Is it available?

Does twork?

Audience

Number of people

How much do they know about the topic?

How well do I know them?

How formal?

Nationality/Culture?

1-5

nothing not at all very formal

same as me

6~15 a bit a little

formal

International

16-30 a tot over 30

quite well

informal

Handouts

40

yes, before talk

at end of alk

later (intranet/email)

Checklist - Contents

Tepic:	Purpose of talls (What do I want to do?)
Three main points	Into mithe audience
1	Train the audience
_	Sell something to the audience
3	Persuade the audience to do something
Importance to audience: What do I want audience to know by the end of talk:	

Preparing visuals

How many visuals will I have?

Do they say (or show) what want to say?

Are they clear and simple to understand?

Will the audience be able to read them (font size and colours)?

Do they have effective headlines?

Is there as little text as possible?

Have remembered the rule of six?

Say whether there are handouts

ATTAINED TO THE	-#	
Introduction		
Welcome audience.		T ₁ P
Introduce yourself (name, position, function)		Remember how to make effective openings start with a rhetorical question a story or an amazing fact or give the audience a problem to think about
State your topic.		
Say why your topic is important for the audience.		
Describe the structure of your talk (the main points dealing with them).	s and when you will be	
Say how long the talk will be		
Say when you will answer questions.		

Main part

Briefly state your topic and objective(s) again.

Then introduce your three (or two or ?) main points and give details

Main point 1:

Main point

Main point 3:

Signal the end of the main part

REMEMBER TO

- signal the beginning of each part
- talk about your topic.
- signal the end of each part
- highlight the main points.
- summarize the main is eas

BULLET CHARTS?

- Refer to points in the same order
- Use the same key words and phrases as on your builet charts.

GRAPHS TABLES PIE CHARTS, ETC?

- Start by telling your audience what the visual illustrates
- Exprain it if necessary.
- Highlight the key points.
- Say why these points are important (and explain the cause or effect)

76 Presentation trainer Conclusion

Signal the end of your talk.

Summarize the key points.

High ight one important point.

Explain the sign ficance.

Make your final statement.

nvite questions.

Dealing with questions

What questions can expect? 2

How can I answer them?

2

5

8

TIP

Remember how to make offective. conclusions, end with a question or a quote from a famous person, finish a story you. started at the beginning of your talk or call the audience to action

TIP

Remember, when answering questions during or after your

- Listen carefully and make sure you have understood the question correctly.
- Reformulate the question if necessary.
- . Eyou want to post pone the question. say why politely
- . Fyou don't know the answer, say so and offer to find out.
- Answer irrelevant questions politely but briefly.
- · Check that the questioner is satisfied with your answer.

EVALUATION		11	125-125 ALT	2
	Checklist – Feedback			
Organizatio		1		
			TIP	
	extation the right length?	1		ecklist afte
oo long	too short sust right	,	a practice t	
	ne for questions at the end (if relevant)?	1		to evaluate
too long	too short just right		Aont own t	erformance
Communical	tion			
-	body language?			
	ed Why?			
well no	I deal with nervousness?			
	ot well Why?			
yes, all the til		e time	no	
	puble expressing myself in English?	E CHILD	,,,,,	
yes, all the tir		e Lime	no	
	· · · · · · · · · · · · · · · · · · ·			
What were so	me words or phrases I needed but didn't know?	-		
		- 1	Look them	up!
Parts of the	presentation			
ntroduction	Did I tell the audience the purpose of my talk?	ves	no	
	Did I explain the structure of my talk?	yes	no	
	Did I tell the audience why the talk was relevant to them?	yes	. 00	
	How can I improve the introduction?			
Main part	Did I state my main points clearly?	yes [ກວ	
	Old I use effective signposting?	yes	กด	
	Oid Lemphasize key points?	yes -	100	
	Did I summarize key points after each section?	yes) no	
	Did I present my visuals well?	yes	no	
	How can I improve the main part?			
and when	Pid I normalized the leaves algebra	****		
Condusion	Did I summarize the key points? Did I tell the audience what to do (call to action)?	yes	no	
		yes _	חס מס	
	Did I leave a lasting impression?	yes _	ทก	
	How can I improve the conclusion?			
Questions	Now well did deal with questions? very well well	hair	dy well	badly
	• Why?	14/1	17 1.04	
	What questions were asked that I didn't anticipate?			
	How can I improve the way I deal with questions?			

Useful phrases and vocabulary

INTRODUCTION

Welcoming the audience

Good morning/afternoon, ladies and gentlemen. Hello/Hi everyone.

First of all, let me thank you all for coming here today. It's a pleasure to welcome you today.

I'm happy/delighted that so many of you could make it today.

It's good to see you all here.

introducing yourself

Let me introduce myself. I'm Ann Brown from ...
For those of you who don't know me, my name is ...
Let me just start by introducing myself. My name is _...

Giving your position, function, department, company

As some of you know, I'm the purchasing manager, I'm the key account manager here and am responsible for ...

I'm here in my function as the head of ...
I'm the project manager in charge of ...

introducing your topic

What I'd like to present to you today is ...
I'm here today to present ...
Today's topic is ...
The subject/topic of my presentation is ...
In my presentation I would like to report on ...
In my talk I'll tell you about ...
Today I'm going to talk about ...
I'll be talking about ...

Saying why your topic is relevant for your audience

Today's topic is of particular interest to those of you/ us who ...

My talk is particularly relevant to those of us who ... My topic is /will be very important for you because ... By the end of this talk you will be familiar with ...

Stating your purpose

The purpose/objective/aim of this presentation is to ...
Our goal is to determine how/the best way to ...
What I want to show you is ...
My objective is to ...
Today I'd like to give you an overview of ...
Today I'll be showing you/reporting on ...
I'd like to update you on/inform you about ...
During the next few hours we'll be ...

Structuring

I've divided my presentation into three (main) parts. In my presentation I'll focus on three major issues.

Sequencing

Point one deals with ..., point two ..., and point three ...
first, I'll be looking at ..., second ..., and third ...
I'll begin/start off by Then I'll move on to ...
Then/Next/After that ...
I'll end with ...

Timing

My presentation will take about 30 minutes. It will take about 20 minutes to cover these issues. This won't take more than ...

Handouts

Does everybody have a handout/brochure/copy of the report? Please take one and pass them on. Don't worry about taking notes. I've put all the important statistics on a handout for you.

Pil be handing out copies of the slides at the end of my talk.

I can email the PowerPoint presentation to anybody who wants it.

Questions

There will be time for questions after my presentation.
We will have about 10 minutes for questions in the question and answer period.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

EFFECTIVE DPENINGS

Rhetorical questions

is market résearch important for brand development? Do we really need quality assurance?

Interesting facts

According to an article I read recently, ...
Did you know that ...?
I'd like to share an amazing fact/figure with you.

Stories and anecdotes

I remember when I attended a meeting in Paris, ...
At a conference in Madrid, I was once asked the following question: ...
Let me telt you what happened to me ...

Problem to think about

Suppose you wanted to How would you go about it? Imagine you had to What would be your first step?

THE MIDDLE MAIN PART

Saying what is coming

In this part of my presentation, I'd like to talk about _ So, let me first give you a brief overview.

Indicating the end of a section.

This brings me to the end of my first point.
So much for point two.
So, that's the background on....
That's all I wanted to say about ...

Summarizing a point

Before I move on, I'd like to recap the main points. Let me briefly summarize the main issues. I'd like to summarize what I've said so far...

Moving to the next point

This leads directly to my next point.
This brings us to the next question.
Let's now move on/turn to ...
After examining this point, let's turn to ...
Let's now take a look at ...

Going back

As I said/mentioned earlier, ...
Let me come back to what I said before ...
Let's go back to what we were discussing earlier.
As I've already explained, ...
As I pointed out in the first section, ...

Referring to other points

I have a question in connection with/concerning payment.

There are a few problems regarding the quality. With respect/regard to planning, we need more background information.

According to the survey, our customer service needs reviewing.

Adding ideas

In addition to this, fd like to say that our IT business is going very well.

Moreover/Furthermore, there are other interesting facts we should take a look at.

Apart from being too expensive, this model is too big.

Talking about (difficult) issues

I think we first need to identify the problem.

Of course we'll have to darify a few points before we start.

We will have to deal with the problem of increasing prices.

How shall we cope with unfair business practices? The question is: why don't we tackle the distribution problems?

If we don't solve this problem now, we'll get/run into serious trouble soon.

We will have to take care of this problem now. We are currently having difficulties with ...

Rhetorical questions

What conclusion can we draw from this?

So, what does this mean?

So, just how good are the results?

So, how are we going to deal with this increase?

So, where do we go from here?
Why do I say that? Because ...
Oo we really want to miss this opportunity to ...?

OFSCRIVING VISUALS

Introducing a visual

Let's now look at the next slide which shows ...
To illustrate this, let's have a closer look at ...
The chart on the following slide shows ...
I have a slide here that shows ...
The problem is illustrated in the next bar chart ...
According to this graph, our net profit has doubled.
You can see the lest results in this table.
As you can see here, ...

Explaining a visual

First, let me quickly explain the graph.
You can see that different colours have been used to indicate...

The new models are listed across the bottom. The biggest segment indicates
The key in the bottom left-hand corner ...

Highlighting information

1'd like to stress/highlight/emphasize the following point(s).

I'd like to start by drawing your attention to ...

Let me point out that ...

I think you'll be surprised to see that ...

I'd like you to focus your attention on ...

What's really important here is ...

What I'd like to point out here is ...

Let's look more closely at ...

Describing trends

Sales increased slightly in summer.
Consumer spending felt/declined sharply, interest rates have risen steadily.
Food prices went up significantly.
There was a sudden increase in prices.
In August, we saw a moderate fall.
This was followed by a gradual decline.
There was a sharp slump in sales.
Ticket sales have started picking up.

Explaining purpose

We introduced this method to increase flexibility. The purpose of this step is to expand to foreign markets.

Our aim was to ..

Explaining cause and effect

What's the reason for this drastic decrease?
The unexpected drop was caused by ...
This was because of ...
As a consequence/Consequently, sales went up significantly.
As a result ...

The venture resulted in a sharp fall in share prices. Our new strategy has led to an increase of 10%.

CONCLUSION

Indicating the end of your talk

I'm now approaching / nearing the end of my presentation.

Well, this brings me to the end of my presentation. That covers just about everything I wanted to say about ...

Ok, I think that's everything I wanted to say about ... As a final point, I'd like to ...

Finally, I'd like to highlight one key issue.

Summarizing points

Before I stop, let me go over the key issues again. just to summarize the main points of my talk ... I'd like to run through my main points again ... To conclude /In condusion, I'd like to ... To sure up (then), we ...

Making recommendations

We'd suggest ...

We therefore (strongly) recommend that ... In my opinion, we should ...

Based on the figures we have, I'm quite certain that ...

Inviting questions

Are there any questions? We just have time for a few questions. And now I'll be happy to enswer any questions you may have.

" EFFECTIVE CONCLUSIO

Quoting a well-known person

As ... once said, ..

To quote a well-known businessman, ... To put it in the words of ...

Referring back to the beginning

Remember what I said at the beginning of my talk today?

Let me just go back to the story I told you earlier. Remember, ...

Clarifying questions

I'm afraid I didn't (quite) catch that.

I'm sorry, could you repeat your question, please? So, if I understood you correctly, you would like to know whether

So, in other words you would like to know whether ... If I could just rephrase your question. You'd like to know ...

Does that answer your question?

Avoiding giving an answer

If you don't mind, could we discuss that an another occasion?

I'm afraid that's not really what we're discussing today. Well, actually I'd prefer not to discuss that today.

Admitting you don't know

Surry, I don't know that off the top of my head. I'm afraid I'm not in a position to arswer that question at the moment.

I'm afraid I don't know the answer to your question. but I'll try to find out for you.

Sorry, that's not my field. But I'm sure Peter Bott from Sales could answer your question.

Postpening questions

If you don't mind, I'll deal with come back to this point later in my presentation.

Can we get back to this point a bit later?

I'd prefer to answer your question in the course of my presentation.

Would you mind waiting until the question and answer session at the end?

Perhaps we could go over this after the presentation.

Summarizing after Interruptions

Before we go on, let me briefly summarize the points we've discussed.

So, now I'd like to return to what we were discussing earlier.

USEFUL WORDS (IN CONTEXT)

Before we go on, let me clarify one point. to clarify We need to facus on customer service. to focus on to highlight Let me highlight the following points. This chart illustrates our success story. to illustrate The figures on the left indicate sales in France. to indicate This leads to my next point. to lead to As I mentioned earlier, our staff is well-qualified. to mention ter's now move onto the next question. to move on to Please note that prices rose slightly. to note You'll notice a sharp drop in August. to notice Here are the handouts, Please take one and pass them on. to pass on House prices rose by 5% last year. to rise Now can we solve this problem? to solve Before I go on, let me summarize the key issues. Lo summarize to update I'd like to update you on the project status,